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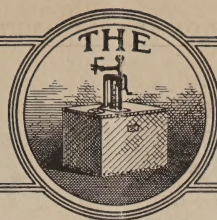


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## Features in This Number

### Outlook for 1915 - Mr. A. Z. Polhamus, Chairman Executive Board

Calling on the Dry Cleaner - - - - - Mr. I. L. Walker

New Years Resolutions - - - - - Cartoon

Pacemaker Album - - - - - Center Two Page Spread

Limericks on All Pacemakers - - - - - Ye Editor and His Staff

## *A Busy New Year!*

May the year 1915 be happy. Get out on the "job" early. Remember it is January and realize there are only about twelve months ahead before another New Year.

Make each day count. No one ever saw a busy man unhappy. Progress is made by literally stamping out the old and meeting the new.

Resolve, then, to be a progressive salesman this year. Be bold, confident and busy, and our greeting will be fulfilled by your deeds.





## Senior Office Standing

DECEMBER 31, 1914—52nd Week

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It certainly was some finish. Chicago and Harrisburg fought out the issue until midnight, December 31st. However, Chicago wins the Cup and brings to the Convention one of the largest delegations of Pacemakers that has appeared at any of the yearly gatherings—nineteen 100% men. Congratulations, Mr. Murray, on this wonderful showing of you and your men.

Mr. Colwell and his men will join with us in extending these words of praise on what you have accomplished. Mr. Colwell is a good loser, a fine gentlemen, and will be the first to lead in the cheer for the Chicago Winners.

1st	CHICAGO	- - - -	Mr. L. P. Murray, Mgr.
2nd	HARRISBURG	- - -	Mr. R. S. Colwell, Mgr.
3rd	SAN FRANCISCO	-	Mr. D. S. Johnson, Mgr.
4th	FORT WAYNE	- - -	Mr. E. J. Little, Mgr.
5th	ATLANTA	- - - -	Mr. H. W. Brown, Mgr.
6th	ST. LOUIS	- - - -	Mr. G. H. Hastings, Mgr.
7th	ALBANY	- - - -	Mr. J. H. McConnell, Mgr.
8th	DALLAS	- - - -	Mr. W. M. Mann, Mgr.
9th	TORONTO	- - - -	Mr. W. R. Hance, Mgr.

## Junior Office Standing

DECEMBER 31, 1914—52nd Week

Congratulations:—The "Pikes Peak" Boys in the Denver District win the Junior Office Cup. The final count is in and these hardy, Rocky Mountaineers pull down the prize. Again we congratulate you on your success.

1st	DENVER	- - - -	Mr. C. C. Barnet, Dist. Supt.
2nd	WASHINGTON	- -	Mr. A. W. Dorsch, Dist. Supt.
3rd	NEW YORK	-	Mr. H. C. Carpenter, Dist. Supt.
4th	PHILADELPHIA	- - -	Mr. C. C. Fredericks
5th	LEXINGTON	-	Mr. E. J. Gallmeyer, Dist. Supt.

## STANDING OF FORTY HIGH MEN, DECEMBER 28, 1914

Salesman's Name	Office
<b>THE WINNERS, 1914.</b>	
1—W. V. Crandall	San Francisco (2d Tablet Cutter, 1913)
2—R. T. Lawrence	Chicago
3—J. H. Armstrong	Eng. Sales (1st Tablet Cutter, 1913)
4—N. Mattingly	Denver
5—G. W. Scott	New York
6—R. G. Fisher	Denver
7—M. C. Benham	Chicago (3rd Tablet Cutter, 1913)
8—K. F. Hessenmueller	Harrisburg
9—G. H. Reuben	San Francisco
10—R. S. Johnson	Eng. Sales
11—E. L. Milliron	Eng. Sales
12—R. D. Leonard	Harrisburg
13—E. B. Bachman	Atlanta
14—T. C. Potts	Fort Wayne
15—H. F. Babbitt	Eng. Sales
16—N. Paquette	Toronto
17—B. A. Deffler	Chicago

Salesman's Name	Office
18—C. M. Carpenter	Fort Wayne
19—L. F. Greer	Chicago
20—E. F. Klotz	San Francisco
21—H. A. Vortigern	Philadelphia
22—R. W. Jewell	Denver
23—H. A. Leonard	Chicago
24—J. J. Manning	Chicago
25—L. H. Lahon	San Francisco
26—S. A. Collins	Albany
27—A. G. Hartgen	Harrisburg
28—J. Ward	Chicago
29—F. H. Peeples	New York
30—R. H. Sherlock	Chicago
31—M. Bedingfield	Atlanta
32—C. R. Eggleston	Albany
33—J. G. Roberts	Albany
34—D. W. McConnell	Albany
35—R. Coddington	Denver
36—W. C. Smith	San Francisco
37—N. A. Ring	Albany
38—C. B. Evans	St. Louis
39—R. E. Hawkins	Fort Wayne
40—J. M. Prigg	Harrisburg



**MR. R. S. JOHNSON**  
of the Engineering Sales.

## THE ENGINEERING SALES DEPARTMENT ADDS ANOTHER PACEMAKER TO ITS ROSTER.

**Mr. R. S. Johnson of the Engineering Sales,  
Was Elected to the Pacemakers' Club  
on December 8th With 505  
Points to His Credit.**

Mr. R. S. Johnson of the Engineering Sales, or "Bob" as he is better known to his many friends, always manages to pile up the necessary points to win a prize before closing time. You never know just where he stands or what business he has in sight during the early months of the year, because you might as well try to dig information from an oyster as to get him to talk about his business.

"Bob" has always been a prize winning salesman. He has the faculty of getting the Confidence of his prospects and that is the basis of all sales. He knows the line and can engineer any proposition he goes against.

In 1910 his name leads the list on the Bronze Tablet. In 1912 he is second and this year it look as if he is going to give some of the boys a hard run for third place. He was a Pacemaker in 1912 on December 17th and last year on December 16th. He closed 1912 with 904 points to his credit and 1913 with 672 points.

Here's to you "Bob," and may your 1915 progress be greater than your past achievements.

## ONE BY ONE THE FORT WAYNE DELE- GATION INCREASES IN SIZE.

**Mr. R. E. Hawkins of the Fort Wayne District,  
Was Elected to the Pacemakers' Club on  
December 11, 1914, With a Total  
of 503 Points to His Credit.**

"There was once a little man and he had a wooden leg,  
He hadn't any money and he didn't want to beg,  
So he took four spools and an old tin can,  
And he made a little Ford and the blamed thing ran."

Now, whether Mr. Hawkins' Ford Runabout had anything to do with him being a Pacemaker, or whether it was his association with Mr. T. C. Potts as his assistant is a question. At any rate, Mr. Hawkins entered the services of the Company on March 29th, 1911. He obtained his first Bowser training under Mr. Potts so that in 1913, when he took a separate territory of his own, he became a Pacemaker on December 20th, and finished the year going strong.

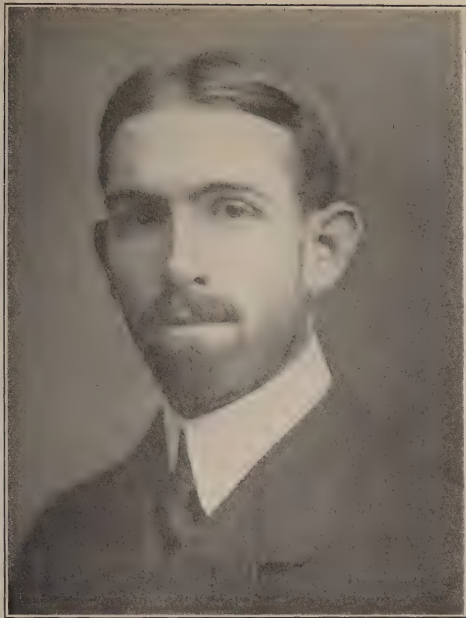
This year he worked his way into the Club and intends to make a flying start for one of the Officer's position next year. Mr. Hawkins is a good, clean Bowser salesman who loves his family and his work.

We are very glad to know that Mr. Hawkins is with us this year and welcome him with a hearty hand shake to the Convention.



**MR. R. E. HAWKINS**  
of the Fort Wayne District.





**MR. H. J. BRADSHAW**  
of the Harrisburg District.

**BOSTON OR BALTIMORE, YANKEE OR SOUTHERNER, IT DOESN'T MAKE ANY DIFFERENCE TO HARRISBURG'S NEW PACEMAKER.**

**Mr. H. J. Bradshaw of the Harrisburg District, Was Elected to the Pacemakers' Club on December 10th, With 651 Points to His Credit.**

Mr. H. J. Bradshaw, or "Brad" as he is familiarly known to his friends, deserves all credit for making the Club this year. He had a late start and two assistant salesmen under him. This meant that he had to make 651 points within about nine months.

Mr. Bradshaw is a high grade type of Bowser Salesman. He can adapt himself to circumstances as is proven by his record. He was a success in selling in Boston and is equally, if not more successful, in selling in Baltimore.

He started to work in Baltimore April 13, 1914, and without previous acquaintance in the City, whipped things into line and has done a consistent, profitable business from the first day. He has had some hard problems to overcome in the way of cheap competition and official municipal prejudice. He has succeeded in selling about eight outfits for Fire and Police Department use, has just recently had permission to install a Cut No. 241 on the sidewalk, and hopes before very long to have permission to make these installations at the curb. Mr. Bradshaw has demonstrated, under many perplexing problems, his efficiency as a salesman, diplomat and politician.

He was a Pacemaker October 22, 1912, but owing to special work was not a competitor for this honor in 1913.

## **A STAR OF THE "LONE STAR" STATE BECOMES A PACEMAKER.**

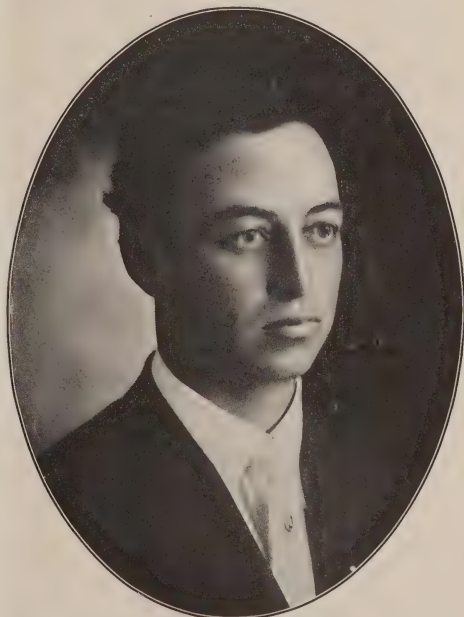
**Mr. P. W. Lawther of the Dallas District, Was Elected to the Pacemakers' Club on December 7, 1914, With 503 Points to His Credit.**

It was "nip and tuck" between Mr. Lawther and Mr. Ince for the Directorship of the Dallas District. However, as stated in the last Boomer, Mr. Ince "beat him to it." Mr. Lawther, however, is a sportsman and can congratulate a clean winner without a trace of envy.

Mr. Lawther joined the Bowser Sales Force on October 5, 1912. He is a successful type of Bowser Salesman and demonstrated his ability at the start. He was given territory in Louisiana which, previous to the time he entered it, had never produced but a very mediocre business. Mr. Lawther is one of the best illustrations of a 100% efficient man. Mr. Lawther has been especially successful in selling "Red Sentries" and last year sold one for every thirty-five automobiles in his territory.

Last year he was Director of the Dallas District, being elected to the Club on September 4th. He closed the year with 625 points to his credit. He has a host of friends whom he wins and holds by his friendly smile and cheery disposition.

We congratulate you again "P. W.," on your repeated entrance into the Pacemakers' Club.



**MR. P. W. LAWTHOR**  
of the Dallas District.



**MR. T. J. SPURGEON**  
of the Fort Wayne District.

**COUNT ANOTHER ONE FOR FT. WAYNE—  
"LINCOLN HIGHWAY" SPURGEON  
ADDS ANOTHER MEMBER TO ITS  
GROWING DELEGATION.**

**Mr. T. J. Spurgeon of the Fort Wayne District,  
Was Elected to the Pacemakers' Club  
on December 9, 1914, With 502  
Points to His Credit.**

To see Guy Wolford and T. J. Spurgeon doing their team work in selling "Lincoln Highway" Pumps is alone worth the price of admission. But Mr. Spurgeon can do a monologue on this subject that is equally as great as when working with Mr. Wolford.

Mr. Spurgeon has a fine strip of the "Lincoln Highway" running right through the heart of his territory and he has probably sold more "Lincoln Highway Sentries" in one salesman's district than any other salesman in the organization. He seized the opportunity and specialized on it.

Mr. T. J. Spurgeon entered the services of the Company under the Fort Wayne District, May 27, 1912. He was very young and inexperienced when he came with us, and was consequently rather slow in developing. However, the latter part of 1913 he struck his stride and came with a rush, landing in the Pacemakers' Club on December 20th.

This year he has conducted a "Hammer and Tongs Campaign" and is a repeater. Mr. Spurgeon is a clean cut Bowser Salesman with the interests of the Company always at heart.

We congratulate you on your success this year and will be glad to see you at the Convention.

**CHICAGO'S DELEGATION GROWS AMAZINGLY FAST—HERE'S THE  
FIFTEENTH MAN.**

**Mr. W. H. Carpenter of the Chicago District,  
Was Elected to the Pacemakers' Club  
on December 12, 1914, With  
500 Points to His Credit.**

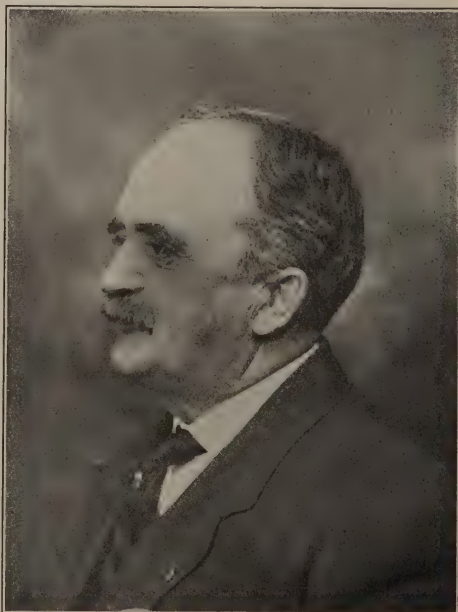
In this day and age when business declares that a man should be Oslerized at fifty, Mr. W. H. Carpenter of the Chicago District, flatly contradicts this theory.

Mr. Carpenter, although a man about fifty-eight years of age, can give the younger ones a run for their money as is proven by his record this year. He came with us on January 23rd and for a new man his record is remarkable. Especially when you take into consideration that his success has been secured in a section of the country that has been suffering from very unsatisfactory crop conditions the past four or five years. It was far from being in top-notch condition this year.

Mr. Carpenter, before he came with us, sold life insurance. After looking into our proposition he decided to join the life saving crew instead of keeping on with the life insuring crew.

Mr. Carpenter is a mighty good old scout; is a Shriner and an Elk; knows everybody; moves slow but surely, and is a strong, permanent addition to the Bowser Organization.

We congratulate you most heartily, Mr. Carpenter, on your becoming a Pacemaker your first year. May you repeat yearly.



**MR. W. H. CARPENTER**  
of the Chicago District.

**WE ARE CERTAINLY BUSY THESE DAYS  
SCORING PACEMAKERS FOR FORT  
WAYNE DISTRICT—THEY NEED  
ALL THEY CAN GET.**

**Mr. L. W. Cheney of the Fort Wayne District,  
Was Elected to the Pacemakers' Club  
on December 16th, With 532  
Points to His Credit.**

Here's another disciple of the use of a car in covering his territory. Mr. Cheney of the Fort Wayne District, is a great believer in this means of getting around. He says that he gets better results, it is more economical and when talking gasolene equipment he knows from practical experience just what to say.

Mr. Cheney entered the Sales Department under the Fort Wayne District in January, 1912. He first had his headquarters at Youngstown, Ohio. He developed that district and when transferred, left it in fine condition. In 1913 he had his headquarters at Akron, covering what is known as the Canton, Ohio, territory.

He certainly has developed his territory and intensively cultivated it. He has done a very large "Red Sentry" business this Fall and has a brilliant outlook for increased business next year.

Mr. Cheney is very conscientious in his work and will not stoop to any chicanery in selling.

We congratulate you Mr. Cheney, on your success this year and hope to have the pleasure of shaking your hand at the Convention.

**MR. L. W. CHENEY**  
of the Fort Wayne District.

**YOU CAN'T KEEP A GOOD MAN DOWN—  
COTTON OR NO COTTON, MR. PURDY  
WAS BOUND TO BE A PACEMAKER.**

**Mr. H. T. Purdy of the Atlanta District, Was  
Elected to the Pacemakers' Club on  
December 14, 1914, With a Total  
of 500 Points to His Credit.**

Mr. Purdy has been a prize winner so long that the "memory of man runneth not to the contrary." In 1912 he was elected to the Pacemakers' Club on August 14th and closed that year with 750 points to his credit. Last year he got in on December 16th and closed the season with 519 points to his credit. This year he beat last year's record by two days.

In the days of long ago, when the organization was about as extensive as the present machine shop, Harry was one of the "High Six," although one of the youngest in a Sales Force of sixty odd men. He had a habit those days of sending in twenty-five or thirty orders to gladden the "Old Man's" heart. Mr. Dunkelberg states that he was always a prolific, consistent producer. It is needless for us to say that Mr. Purdy is a Bowser man through and through, and ready to fight for the Company at the drop of the hat.

☞ Congratulations, "H. T." on your success this year in the face of cotton conditions.



**MR. H. T. PURDY** of the Atlanta District.





**MR. O. B. DALEY** of the Albany District.

**THE EMPIRE STATE IS DETERMINED TO  
BE WELL REPRESENTED AT THE  
CONVENTION—THE NINTH MAN  
IS JUST ELECTED.**

**Mr. O. B. Daley of the Albany District, Was  
Elected to the Pacemakers' Club on  
December 15, 1914, With 502  
Points to His Credit.**

Mr. O. B. Daley of the Albany District, is the type of a Bowser Salesman that allows nothing to interfere with success.

He came with us on November 12, 1913, and upon being informed of the Pacemaker Organization, made up his mind to become one of them this year. When his mind was set on this object as far as he was concerned the incident was closed.

This is a year where new men have shown what can be done. If you will glance over the records of the Pacemakers you will find a large percentage of them are men who have taken up the line within a year. Mr. Daley is a strong addition to the Sales Force and we are glad to welcome him at the Convention.

Congratulations on your success.

**IT'S SOME CHANGE OF CLIMATE FROM  
NORTHERN MINNESOTA TO SOUTHERN  
ALABAMA BUT THE CHANGE MADE  
WILLIAMSON A PACEMAKER.**

**Mr. S. P. Williamson of the Atlanta District,  
Was Elected to the Pacemakers' Club  
on December 15, 1914, With  
502 Points to His Credit.**

Mr. Williamson isn't any novice in handling the Bowser line. He took up work with the Company in the Fort Wayne Sales Department in 1910. Later he was made Assistant Manager at Minneapolis. After that he was transferred to Atlanta in the same capacity.

In January he determined to get out on a territory for himself. He was assigned a territory surrounding Mobile, Alabama. That section of the country's main products are lumber and ship stores' supplies. This year most of the lumber mills have been closed, and the ship stores' business has been poor, but in spite of these conditions, "S. P." has come across the line a winner.

It simply goes to prove again that it's the man and not the territory that gets the business.

Here's to you, "S. P." and we congratulate you on getting your name on the roster of the Pacemakers' Club.



**MR. S. P. WILLIAMSON** of the Atlanta District.



**MR. G. W. ALLEN**  
of the Chicago District.

**HERE'S A NIMROD OF THE NORTH WHO  
HAS WON HIS EAGLE'S FEATHER EN-  
TITLING HIM TO A SEAT IN THE  
CHICAGO CONVENTION SPECIAL.**

**Mr. G. W. Allen of the Chicago District, Was  
Elected to the Pacemakers' Club on  
December 14, 1914, With 503  
Points to His Credit.**

Mr. G. W. Allen is another member of the Sales Organization that drives a car. He travels the sand and corduroy roads of Northern Wisconsin, day in and day out, and covers his entire territory in a systematic, business-like way.

In addition to his sales ability, he is somewhat of a hunter. He carries a shotgun with him and keeps his family supplied with all the game in season they care to eat. Recently he killed a couple of bears. We simply mention this to indicate some of the wild woods he has to traverse.

He never lets his hunting, however, interfere with turning in orders. He came with us on October 1, 1913, got a flying start and landed in the Club this year, overcoming every obstacle that was placed in his way by "Old Man Condition."

He's got the native wit of the Irishman and the thrift of the Scotchman, and we are satisfied that he is a combination of the two races.

We congratulate you, Mr. Allen, on your success this year. May you repeat it earlier in 1915.

**THEY'VE GOT THE SAW WORKING OVER  
TIME IN HARRISBURG—ANOTHER  
MEMBER GETS TO THE TOP  
OF THE PILE.**

**Mr. W. B. Offerle of the Harrisburg District,  
Was Elected to the Pacemakers' Club  
on December 17th, With 510  
Points to His Credit.**

At first blush it would seem to be a far cry from selling crackers to selling tanks. However, the training Mr. Offerle secured under the National Biscuit Company made him familiar with the needs of the average General Merchant. This information has proven of value to him in our work.

It is Mr. Offerle's attention to details and working on a Calling List that has put him in the Pacemaker class this year. He has worked in a section of Pennsylvania which, up to the time he took charge, was really considered a wilderness. He has converted that wilderness into a very fertile Bowser field. In other words, he has worked his farm successfully.

This is his first year as a Pacemaker, having lost out last year by a little less than ten points. He simply dug in all the harder and paid stricter attention to business, with the result that he was elected on December 17th. He has had no large, single order to boost him along and his record shows that he has attained this honor simply through the accumulation of a miscellaneous assortment of really small orders.

We congratulate you Mr. Offerle, on your achievement this year.



**MR. W. B. OFFERLE**  
of the Harrisburg District.



**MR. E. E. LOWE**  
of the Dallas District.

## **PERSISTANCY WINS THE PRIZE—DALLAS ADDS ANOTHER WINNER TO ITS PACEMAKER DELEGATION.**

**Mr. E. E. Lowe of the Dallas District, Was Elected to the Pacemakers' Club on December 17th, With 509 Points to His Credit.**

Probably one of the most conspicuous characteristics of Mr. Lowe is his unadulterated "grit." When he first came with the company, September 9, 1912, he traveled in Southwestern Arkansas. It was "nip and tuck" with Mr. Lowe to make his way and a man of less determined nature would have given up the struggle the first few months. Never once was he discouraged. The harder the "going" the harder he worked. It isn't any wonder that success finally rewarded his efforts.

Mr. Lowe's long suit is getting "C. W. O." with his orders. He has made an enviable record in this respect and during 1913 we believe he secured something like 40% of his total business "C. W. O."

We extend our heartiest congratulations to you Mr. Lowe, on your achievement this year. We are mighty glad to welcome you in the Club and to know you will be here at the Convention.

## **EVERY "LOWER" GONE IN THE CHICAGO SPECIAL PULLMAN TO THE CONVENTION AND NOW THERE ARE APPLICANTS FOR THE "UPPERS"**

**Mr. R. B. Lipes of the Chicago District, Was Elected to the Pacemakers' Club on December 17th, With a Total of 501 Points.**

Mr. Lipes is what we may call a "new old" man. He has been with us off and on for several years. On January 20th, this year, however, he took the Bowser grip and started out with a determination to become a Pacemaker or know the reason why.

"Bob," as he is familiarly known to his friends, has been a railroad man when not on the Bowser Sales Force. He is also an Editor, publishing a "Safety First Magazine" for the Railroad Men in South Dakota.

He finds, however, that the Bowser proposition is of such absorbing interest that he cannot leave it alone. He has given up his publication so that he might devote all his working hours and spare thoughts in studying our lines and making it a success.

We want to congratulate you "R. B." on making the Club this year. It simply goes to prove what determination will accomplish if rightly directed.



**MR. R. B. LIPES**  
of the Chicago District.



**JUST LOOK AT THOSE "DIXIE" BOYS—  
SEE HOW THEY'RE PILING INTO  
THE BAND WAGON**

**Mr. W. F. Michaux of the Atlanta District, Was  
Elected to the Pacemakers' Club on  
December 17th, With a Total of  
502 Points to His Credit.**

Mr. W. F. Michaux, who represents the Atlanta District in Northern Carolina, was raised to the Bowser Sales Organization on December 1, 1913. On that day he secured the rights, lights and benefits of this most honorable institution.

Mr. Michaux is of French descent as his name indicates. He is a family man, a hard worker and has a wonderful command of the English language. It would take a pretty determined buyer to resist his flow of sales talk when he gets started.

This year Mr. Michaux decided to beat his last year's record by several months. However "King Cotton" got in the way and it took some effort, believe us, to make the Club when he did.

However, he's in now and is all the more open to congratulations for his success. Here's our hand in welcoming you to the Convention next week.



**MR. W. F. MICHAUX** of the Atlanta District.

**THE ENGINEERING SALES IS DETERM-  
INED TO BE REPRESENTED ON THE  
BOWSER MAP—ANOTHER ONE  
ADDED TO THEIR DEL-  
EGATION.**

**Mr. H. F. Babbitt of the Engineering Sales De-  
partment, Was Elected to the Pacemakers'  
Club on December 17th, With a Total  
of 501 Points to His Credit.**

Mr. Babbitt is a type of man that you can set down almost anywhere and in almost any position, and if you will only give him time to get acquainted he will find his way to the top. He has ability, both sales and executive, and this year has proved the former by his election to the Club.

Before Mr. Babbitt took the grip for the Company, he was here at Fort Wayne where he and his charming wife made a number of warm friends. Later he went to New York as assistant to Mr. Colwell but finally decided to get out on the road and therefore took up the Engineering line.

"H. F." here's our hand with the heartiest congratulations on your success. We sure are glad to have you with us at the Convention this year.



**MR. H. F. BABBITT** of the Engineering Sales.





**MR. J. S. CARRINGTON**  
of the Atlanta District.

**THE SOUTH IS A STRONG FINISHER—AN-  
OTHER MEMBER ADDED TO THE  
ATLANTA DELEGATION.**

**Mr. J. S. Carrington of the Atlanta District,  
Was Elected to the Pacemakers' Club  
December 16, With 500 Points  
to His Credit.**

One of the "Dixie Headliners" at the 1913 Convention has repeated his success this year. Mr. J. S. Carrington of North Carolina, the first "Tar Heel" to break into the sacred precincts of the Pacemakers' Club, got in this year with three days to spare. Take a good look at his face and you will understand how such a man could accomplish what he set out to do in spite of any and all conditions.

Last year it took him six months to cross the Home Plate a winner and score in the Pacemaker handicap. You know Mr. Carrington came with us June 12, 1913, and got into the Club on December 20th, closing the year with 582 points to his credit. Some record, believe us.

In making this spectacular finish he twisted his ankle so that he was incapacitated for the first month of the 1914 Campaign. Then followed sickness, crop failures, the war, and the knocking the bottom out of cotton and tobacco markets. However, "J. S." is some "sticker." Maybe it's because he is a "Tar Heel," but we are of the opinion that he has ability, determination, enthusiasm and all that goes to make a successful Bowser salesman.

We congratulate you, Mr. Carrington, on your repetition this year.

**PITTSBURGH'S SMOKE CLEARED AWAY  
JUST ENOUGH TO SIGHT A NEW MEM-  
BER OF THE ENGINEERING  
SALES DELEGATION.**

**Mr. E. L. Milliron of the Engineering Sales,  
Was Elected to the Pacemakers Club, De-  
cember 19th, With a Total of 506  
Points to His Credit.**

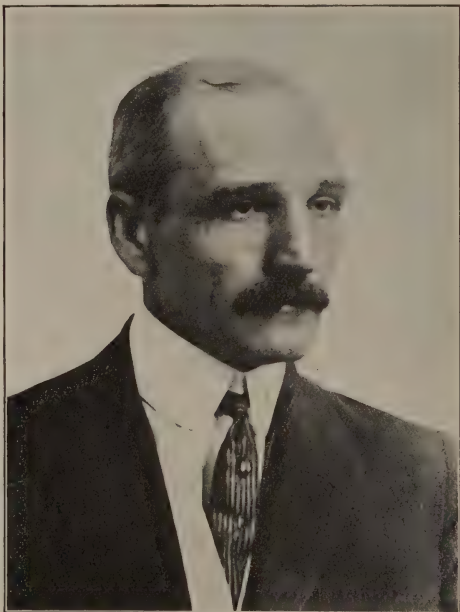
All the world loves a fighter and therefore, Mr. E. L. Milliron of Pittsburgh, should be pretty well liked. He has certainly put up a game fight all through the year to keep in the Pacemaker class.

His name is indicative of his make-up. "Mill" stands for industry while "Iron" stands for determination. This combination located in Pittsburgh is synonymous with Success. Mr. Milliron has been so hot on the trail after orders that we know to a certainty that he was once arrested for "speeding" and we understand he has been fined twice for this offense. It doesn't matter to him how fast he's got to go if there's an order in sight.

Just as soon as he sees smoke coming out of a factory he knows there must be some wheels turning, and wherever this condition exists oil is needed—ergo, Bowser Equipment is a necessity.

We congratulate you Mr. Milliron, on your repetition this year. This is your third consecutive year in the Club. Your record shows that you got in on December 21, 1912, finishing the year with 578 points, and attained this honor on July 1, 1913, closing the year with 718 points.

Again we wish to cordially welcome you into the Club.



**MR E. L. MILLIRON**  
Of the Engineering Sales.

**JUST WATCH THEM COME—HERE'S ANOTHER ONE FOR THE ATLANTA DELEGATION.**

**Mr. M. A. Ashley of the Atlanta District, Was Elected to the Pacemakers Club on December 19th, 1914, With 500 Points to His Credit.**

The folks living in the border states around Alabama call the inhabitants of this well known Cotton State, "Lizards." Just how this started we do not know. However, Mr. M. A. Ashley is a 1914 recruit from Alabama, and the more we study his record the more we think the nickname for the inhabitants is a libel. There is absolutely nothing sluggish or lizardly about the "Little Napoleon" of Selma, Ala.

He started for the Company on January 1, 1914, and his first resolution for the New Year was:

"Resolved: To be a Pacemaker in 1914."

It is one thing to resolve and another thing to do, but Mr. Ashley made his resolution, hewed to the line and accomplished the result in spite of boll weevil, hot winds, droughts, "King Cotton," etc.

They tell us that "M. A." is some hunter. If getting orders is any evidence of his prowess in this line he sure is some star. His motto is:

"A Red Sentry is every town, village and cross-roads."

Did he make good? Well here's our hand in welcoming him to the Convention. Congratulations on your success, "M. A."



**MR. M. A. ASHLEY**  
Of the Atlanta District.

**THE DALLAS DISTRICT ADDS ANOTHER STAR TO ITS FAST GROWING DELEGATION.**

**Mr. R. E. Tomlinson of the Dallas District, Was Elected to the Pacemakers Club on December 12th, 1914, With 500 Points to His Credit.**

In the old days of Mississippi steamboating rival captains sometimes used to put a "nigger" on the safety valve. This was in order to keep a full head of steam in the boiler and crowd the boat to the limit. Occasionally the boiler let go, but more often the boat with the greatest pressure of steam won out.

Mr. Tomlinson came with us on November 10, 1913. He bolted down the exhaust valve and started off with a full pressure head of Bowser energy. He has never let up and today is a Pacemaker.

He works in the Corpus Christi territory which extends to the Mexican border. It didn't matter what obstacles he has found this year, whether it was Mexican Revolutions or King Cotton, he overcame everyone of them.

He made a wager with one of the members of the Dallas Office that he would average one "Red Sentry" a week for the entire year, and from present indications he has won his wager.

Congratulations "Mr. R. E." on your initial success. May you repeat it next year.

Unfortunately we have not been able to obtain Mr. Tomlinson's photograph. Whether it is due to extreme modesty on his part or it was simply forgotten during the rush of business in making the Club we cannot say. At any rate, it has not yet arrived.

**MR. R. E. TOMLINSON**  
Of the Dallas District.



MR. R. H. SHERLOCK  
Of the Chicago District.

**HELP! S. O. S! WE'RE RUNNING OUT OF  
TYPE AND YET HERE'S ANOTHER  
ONE FOR CHICAGO.**

**Mr. R. H. Sherlock of the Chicago District, Was  
Elected to the Pacemakers Club on De-  
cember 17th, 1914, With 504  
Points to His Credit.**

When you want to see anyone scratch gravel and dig in to win, just set up an honor prize in front of Salesman R. H. Sherlock of the Chicago District, and then watch results.

Mr. Sherlock has been with us since July, 1909, and from the first has been a consistent, persistent prize winner. Personally, we have known Mr. Sherlock for a number of years longer than his association with Bowser & Company. In all our dealings we have found him to be a conscientious, painstaking business man. He has the ability to stick and he knows when to quit. In other words, he is a successful salesman.

He was a Pacemaker on December 6, 1912, finishing the year with 528 points. Last year he beat his record, getting in on November 24 and closing the season with 549 points. This year, however, he fell a little behind, but next year unless all signs fail, we are predicting that he will give the best of them a run for their money for an Officership in the Club.

**"WHERE THERE'S A WILL THERE'S A  
WAY"—YOU CAN'T DOWN A CA-  
NADIAN SALESMAN.**

**Mr. J. W. Merickel of the Toronto District, Was  
Elected to the Pacemakers Club on De-  
cember 18th, 1914, With 529  
Points to His Credit.**

On December 1st, Mr. Merickel had a total of 403 points to his credit; on December 17th, 424. It looked like a small chance for this Bowser warrior to make the Club again this year. However, on December 18th, we received a telegram from him which is reproduced in the "Personal Column," stating that he was mailing Toronto a Paint Oil order netting 105 points. This put him into the Club with plenty of points to spare.

This is what we term "Never giving up the ship." If it had been a man of less determination to succeed than Mr. Merickel, he would not have made the Club.

Mr. Merickel is a prize winner and a consistent producer in the face of any obstacle. He was elected to the Club on July 9, 1912, and finished the year with 916 points to his credit. In 1913 he was elected on December 19th, and closed the year with 622 points. That year he had an assistant and it was necessary for him to make 605 points to get the coveted prize.

Mr. Merickel deserves all the congratulations that are coming to any man for the plucky fight he has put up against conditions in his territory and becoming a Pacemaker in the face of these odds.

We welcome you to the Convention with the best of good wishes and the hope that 1915 will see you in the Club earlier than ever.



MR. J. W. MERICKEL  
Of the Toronto District





**MR. W. N. DEMING**  
Of the Toronto District

**THE TORONTO DELEGATION MAY WELL  
BE PROUD OF THE SHOWING  
THEY HAVE MADE SO FAR.**

**Mr. W. N. Deming of the Toronto District, Was  
Elected to the Pacemakers Club on De-  
cember 17th, 1914, With 504  
Points to His Credit.**

Salesman W. N. Deming of the Toronto District, is one of the most methodical and systematic members in that organization. He believes that a Bowser Salesman must be more of a business man today than ever before. As a result of his belief he maintains a complete filing system and card index on his work. This is very compact, yet very complete. No prospect ever gets away from him. He is able to do this auxiliary work with but little extra effort.

The result of this business-like method of handling his territory is, that he is able to determine from month to month the exact amount of money he makes, the utmost possibilities of his territory, and the ability to improve his sales work steadily each day.

Mr. Deming is one of our veteran salesmen, having entered our employ in 1909. He has elected himself a Pacemaker each year since its inauguration, having been admitted in 1912 on August 1st, closing the year with 881 points to his credit. In 1913 he entered the Club on December 6, and closed the season with 561 points.

Again allow us to congratulate you, Mr. Deming, on your repetition this year.

**WE GUESS WE'LL HAVE TO "COTTON-  
UP" TO THAT ATLANTA DELEGATION  
THE WAY THEY ARE NOW  
PUTTING THEM OVER.**

**Mr. L. P. Cox of the Atlanta District, Was  
Elected to the Pacemakers Club on De-  
cember 15th, 1914, With 503  
Points to His Credit.**

Here's another cyclone Bowser salesman that hails from the "Lizard" State. Mr. Cox was born in Florida and is a genuine Southerner. You know the motto of Florida is "In God we trust." Now, we don't know what Mr. Cox's religion is, but we do know that his trust must be well founded by the way he faces conditions and pulls down the orders..

"L. P." started just too late to qualify as a "P. M." in 1913. He entered the Bowser Organization with red lights, fireworks and the usual noise incidental to the celebration of Independence Day.

While Mr. Cox' work is not often as spectacular as his entrance into the organization on July 4th, yet his success is largely due to hard, consistent six-days-a-week plugging. It is this kind of work that counts in the long run.

Welcome to the Convention, "L. P." We sure are pleased to give you the glad hand.

**It does beat all how shy some  
of our Prize Winners can be.  
Here's another delinquent that  
we will have to "show up" in  
another issue of the Boomer.**

**MR. L. P. COX**  
Of the Atlanta District



**MR. A. E. DARLING**  
Of the Chicago District

## **EXECUTIVES ARE SERIOUSLY THINKING OF HIRING A SPECIAL HALL FOR CHICAGO DELEGATION.**

**Mr. A. E. Darling of the Chicago District, Was  
Elected to the Pacemakers Club on De-  
cember 19th, 1914, With 505  
Points to His Credit.**

Here is certainly one big Bowser Salesman in every sense of the word. He is a giant in stature and sales arguments. He knows the line and is not afraid to sell it. Mr. Darling stands 6 ft. 5 in. in his stocking feet, weighs 175 pounds and every ounce of it is solid. He can work fourteen hours a day and think about business the other ten without showing on his physique.

This year he has had some tough sledding, but in spite of these conditions he has fought his way up from the bottom, into the Club. In 1912 he was elected to the Pacemakers Club on September 28th, and finished the year with 635 points to his credit. Last year he was elected on June 7th, and closed the season with 822 points to his credit.

We congratulate you on your success, Mr. Darling, and heartily welcome you to the Convention.

## **THE OLD ADAGE "STRAIGHT AS A CROW FLIES" ADDS ANOTHER PACE- MAKER TO THE ATLANTA DELEGATION.**

**Mr. L. W. Crow of the Atlanta District, Was  
Elected to the Pacemakers Club on De-  
cember 19th, 1914, With 504  
Points to His Credit.**

Here's another evidence of what practically a new man in the organization can accomplish in the face of obstacles. Mr. Crow came with us June 30, 1913. It took him sometime to get well acquainted with the line and straightened away from his old business so that he could get his bearings and head straight for the Pacemakers Club. After circling around for a few weeks he sensed the right direction and never let up until he landed into the Club this year as above stated.

Mr. Crow has another instinct, and that is of making a "bee line" straight to the prospect's vulnerable point. He sure is one "busy bee" when it comes down to getting orders.

We congratulate you, Mr. Crow, on your success this year and hope that you will make a steady repeater in the Pacemaker class each season. If you can do it under present conditions in the South you certainly will be able to double your record as the wave of prosperity, which is now sweeping over the country, increases in volume.

**Here is another modest Pace-  
maker whose photograph we  
have been unable to obtain. We  
hope to show his likeness in a  
coming issue of the Boomer.**

**MR. L. W. CROW**  
Of the Atlanta District



MR. L. O. PACK  
Of the Atlanta District

**THERE'S ALWAYS ROOM FOR ONE MORE  
IN FRONT SO WE HAVE PACK (ED)  
THE ATLANTA DELEGATION  
WITH ANOTHER.**

**Mr. L. O. Pack of the Atlanta District, Was  
Elected to the Pacemakers Club on De-  
cember 18th, 1914, With 510  
Points to His Credit.**

Mr. L. O. Pack was initiated as a Pacemaker at the 1913 Pacemakers' Convention. He was elected last year on September 5th, and finished the season with 611 points to his credit.

Now, L. O. Pack used to play in Shakespearean roles. One night after playing "Midsummer Night's Dream" our "Sir Gallahad" had a vision. He thought it was midwinter. The Company he was with had disbanded. Its members had scattered. Only he remained in front of the closed doors of the theatre where had been their last performance to practically an empty house.

He was cold and hungry. He did not know whither to go. He sank down in a heap, disconsolate, when right at his ear he heard the turning of a crank. He listened, looked up—a golden stream of oil was gushing from a pump nozzle. The good fairy who stood by, beckoned to our unfortunate one. She pointed to the name plate. "L. O." arose, read the word "Bowser" in letters bright. Suddenly the vision vanished. But the word was engraven on his mind.

Finis—Pack is with Bowser. His role is heavier than of yore. It takes more than an actor to sell tanks. It takes more than an average salesman to be a Pacemaker.

Well, old man, you certainly can "put it across" and that's enough for us.

## The Bowser Boomer

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DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS EMPLOYEES

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### NEW YEAR'S.

Nineteen fifteen. Doesn't seem possible, really, does it? Surely it was only yesterday that we stood at the threshold of 1914 and wrote our resolutions upon the great white page. Years seem so long to those that look forward—so pitifully short to those that look back. Standing once more at the threshold of a year, what a flood of memories pour into view. How much we were to accomplish in the year that is dead, how nobly struggle and how proudly win. We were no weaklings that stood here when 1914 was born and made our promise at the crib. The strength of purpose throbbed within us. We felt it and rejoiced.

What of the promise? What of the purpose? What of the struggles to be made and triumphs to be won? Have we fought the fight and kept the pledge? Has each succeeding month found us with something of value acquired and something of merit done? Can we look forward with confidence based on our record for the year that is gone? Does conscience approve or chide us tonight?

So many have prospered in the year that is gone. So many have bravely locked horns with Adversity and forced him to dust. They were not prodigies—the world does not applaud them as heroes—they were just plain-going men with wills that could not be broken.

Another year unfolds its page and invites us to write. Far into the distance the months stretch away, laden with promise for those that will strive. To every one of us the past is sounding a warning—the future a message of encouragement and assurance. We cannot bring back the wasted hours of the old year, but we can make fruitful the precious minutes of the new.

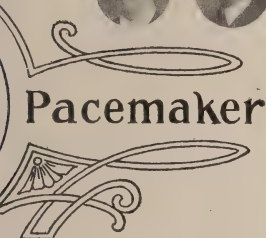
Blessed is New Year's with its sponge and pencil. Erase the memories of folly and weakness and place a record of wisdom and strength.





Our First





# PERSONALS

## FOREWORD.

To you, Mr. Bowser, this page's dedicated,  
We hope in our heart we've not overrated  
The ones who've come here for this week of good  
cheer,  
All we hope has been truthfully stated.

## TO THE MANAGERS.

Short Ones, Fat Ones, Lean Ones, Tall,  
Salesmen, Managers, Gentlemen All,  
Tried and true and Bowser through,  
They're there at the "Old Man's" Call.

## TO THE PACEMAKERS.

Here's one on Frank Devereux,  
You may think he's exceedingly slow,  
When you judge from his height, you will find he's  
all right,  
If he falls, he has not far to go.

Here's a salesman named T. C. Potts,  
He could sell "blue sky" to the Scots,  
When a prospect he sees, if he crawls on his knees,  
He'll get his name on the line made of dots.

From Pikes Peak is a salesman called Matt,  
With a record as long as a cat,  
One ambition divine, "Your name on the line,  
Then I'll tell you just where you are at."

From Denver's a salesman named Jewel,  
He lives on Bowser made gruel,  
On tanks he just dotes, like a horse on his oats,  
And he sticks to the trail like a mule.

Some swell guy is Coddington, R.,  
Oftimes he rides in a Pullman car,  
His orders are right, he really is bright,  
And his friends he counts from near and far.

Oh! Boys here's a good one on Greer,  
The girls all say he's a dear,  
This all may be so, but how do we know?  
We'll wait 'till he gets here this year.

You all know Roberts, J. G.,  
His territory is close by the sea,  
On a slow Yankee train, he sings this refrain,  
"Self-Measuring Pumps, Hully Gee!"

Albany has in Eggleston, C. R.,  
A salesman known near and from far,  
He's sure some player, and also some stayer,  
Selling pumps or playing the guitar.

From Harrisburg comes Salesman Prigg,  
He makes inland towns in a rig,  
When the railroads are stalled, and traffic all balled,  
He gets up and dances a jig.

There's a man from the far Delta, Miss.,  
Whose smile is as sweet as a kiss,  
He's jolly and round, and his orders are sound,  
Bachman's heart is o'er flowing with bliss.

There's a salesman named Duncan, R. L.,  
He's a Pacemaker now, do tell,  
When he starts for a prize, you can bet the wool  
flies,  
He's there at the tap of the bell.

From Atlanta is old Beddingfield,  
In a wheelbarrow his orders are wheeled,  
When he's out on a trip, 'twould give you the pip,  
To see all the "Kush" that he's reeled.

Salesman Richardson from the Mountains White,  
Is a Bowser scout, brimful of fight,  
Pumps he can sell, and good tanks as well,  
They always stay sold over night.

You've heard of that salesman called Reuben,  
He sells tanks from Yucca to Steuben,  
When once on the trail, in pursuit of the "Kale,"  
He keeps the whole factory a whoopin'.

A few miles south of Pen-Mar,  
Lives Hartgen, our Pacemaking Star,  
His record is great in Key's native state,  
And he drives a new Cadillac car.

A demon for speed is our Hess,  
He's got them all thinking I guess,  
How he cops off a prize and opens our eyes,  
With a few thousand orders, more-or-less.

From Toronto hails Mr. Paquette,  
He may not be known to you yet,  
From the Canadian woods, he brings home the goods,  
Is he here at the Convention?—You bet.

There's one other Ward surnamed James,  
On the dotted line he gets names,  
It's C. W. O., or the order don't go,  
"I'm out for the prize!" he exclaims.

A salesman named Lawrence in truth,  
Sold a great many tanks, forsooth,  
The price f. o. b., Illinois, Kankakee,  
Is less than it is to Duluth.

There's a Bowser salesman named Shepherd,  
Who jumps after business like a leopard,  
In selling our pumps, signed orders are trumps,  
He sure has an enviable record.

Of all the Wolverine ginks,  
Armstrong's the boy without jinx,  
His hobby is fish, served up on a dish,  
He's modest, but knows all the kinks.

There was a smooth fellow names Crandall,  
Who worked by the light of a candle,  
Till one day in Butte, he bought a new suit,  
With profits from orders he's handled.

A bright boy we once knew, R. D. Leonard,  
A Directorship to him was tendered,  
He rides in his car, at most sixty an hour,  
He copped it, there was no one that hindered.

In Albany's a salesman called Mac,  
Sets a pace on the Bowser Race-Track,  
He's sure a winner, or I'm a sinner,  
For the orders he gets bend his back.

There's a Yankee now in Detroit,  
His methods are keenly adroit,  
It's seldom a fizz when he's after biz,  
It's Carpenter, boys, "Hoity-toit."

Pikes Peak has in Fisher, R. G.,  
A salesman of note, believe me,  
No hills too steep, a prospect to keep,  
That's why he is here, don't you see.



Ploffskin Pluffskin Jellican Gee,  
Defler's some bird, so say we,  
For money to spend, to Bowser he'll send,  
For he's one Pacemaker, take it from me.

Did you ask me his name, it is Manning,  
All this Bad Business stuff he's been canning,  
Five months in the Club, how he did it's the rub,  
Now his prize he's continually scanning.

Mr. Benham, our twice Presi-dent,  
He wouldn't have been had he went  
To a circus one day, instead he made hay,  
He sure is some dignified Gent.

There's a big Maine guy, N. A. Ring,  
Large enough to do anything,  
When he comes to our party, he eats very hearty,  
When we see him we all want to sing.

By the Hudson on Manhattan Isle,  
Scott works day and night with a smile,  
From Tammany Hall to Central Park Mall,  
He's king of the walk all the while.

You've heard of Bowen for many a mile,  
The way he gets orders would sure make you smile,  
He gets all around, and covers the ground,  
He could sell Bowser Pumps on the Nile.

From the Anheuser-Busch comes Lee,  
But he never barks up the wrong tree,  
Always hustling around, with his feet toward the  
ground,  
How he sells 'em so fast we can't see.

You've all heard of Pacemaker Cline,  
Who gets all his prospects in line,  
When he sells them our tanks, they all give their  
thanks,  
And say that they all measure fine.

A boy from Chicago, Dave Ward,  
Who sold Bowser tanks for his board,  
Once came to Fort Wayne, on a very long train,  
And took his prize home in a gourd.

Peeples is the boy from New York,  
For Blarney you'd think he's from Cork,  
Although lanky and lean, for orders he's keen,  
And his emblem at home is the stork.

There's a pioneer salesman named Klotz,  
Who sold Bowser pumps in soft spots,  
Till a guy from the city said, "My what a pity,  
Why don't they make tanks out of rocks."

From Frisco is Redford, S. J.,  
He travels the desert by day,  
His trips they are long, with the Mormans he's  
strong,  
In Utah he says he will stay.

Heaven bless all the Smiths, so they say,  
They're a class of themselves, by the way,  
There's a W. C., he's worth while believe me,  
And to beat him would be no child's play.

Collins is our man from Buffalo,  
His cheerful smile is a winner-O,  
He wins the prize by the lure in his eyes,  
Is there yellow in him?—Oh, no.

A whirlwind is Evans, C. B.,  
He works near the Mississippi,  
He's a very short walker, but yet a tall talker,  
And his orders make the Office dippee.

A Quaker is Vortigern, C. A.,  
From the city where no one gets gay,  
He works with much toil, selling tanks to hold oil,  
His prospects are all glad to pay.

Now you've all heard of R. E. Hawkins,  
Who sells pumps by logical talkin's,  
He looks like a lord, runs about in a Ford,  
In his shoes he always wear stockin's.

In Dallas is a salesman, "Bill" Ince,  
From his work he never will wince,  
His smile wins an order in very short order,  
And in all, he sure is a prince.

A Bowser Salesman is L. P. Cox,  
Who cinches orders harder than rocks,  
He's all right by "Dunder," and ne'er makes a blun-  
der,  
We all know that he never "knocks."

Here's to our Foster, W. A.,  
Who mows down the orders like hay,  
We'll not mention the size, for he never tells lies,  
'Bout the tanks he sells by the way.

From Denver comes Pacemaker Earle,  
He sure is some swell Bowser pearl,  
When a prospect is nigh, right toward it he'll fly,  
He keeps every thing in a whirl.

Indiana has in T. J. Spurgeon,  
Some fish, although he's no sturgeon,  
To make a fat sale and get the green "kale,"  
He cuts them up just like a surgeon.

In Atlanta's Williamson, S. P.,  
Is a man for the biz, don't you see?  
He got in the running by salesmanship cunning,  
Selling tanks for the Bowser "Famlee."

A Star from the "Lone Star" State,  
Is Lawther, P. W., the Great,  
His bright winning smile is sure worth the while,  
It's on the job early and late.

Harry Leonard, Chicago's Grey Hound,  
Surely gets around o'er the ground,  
Next year he'll be back, watch the smoke in his  
track,  
His word like a dollar is sound.

In the South where the oranges thrive,  
Schuster works for the Bowser Bee Hive,  
Whether Miller or Jones, he brings in their "bones,"  
His record's a wire that's alive.

We've all heard of Pacemaker Cheney,  
His sales are clean, pure and creamy,  
From fresh college pranks to selling our tanks  
His eyes and his hair are both dreamy.

Merickel from cold Winnipeg,  
Got hold of a good prospect's leg,  
Till he creaked at the joints for one-hundred points,  
Don't worry, he'll never need beg.

W. H. Carpenter's name's in histrie,  
Who's sales talks are easy and free  
Got 500 points—his prospect anoints,  
And the shekels rolled in, don't you see?

Salesman Deming a Canadian man,  
In a Pacemaker Race he ran,  
Working early and late, 'gainst old "Father Fate,"  
He'll get there if any one can.

Mr. Bradshaw the "cross-bones" man,  
Some Vandyke, just beat it if you can,  
He's sure no dub, he gets in the Club,  
He's not what they call "also-ran."

There's a fine salesman named Purdy,  
He talks not too short nor too wordy,  
In spite of King Cotton, he comes in a trottin',  
He always was stalwart and sturdy.

L. H. Lahon from the Pacific Coast  
Is a salesman—that's no boast,  
He's a Bowser crank, when selling a tank,  
Let's all rise and give him a toast.

From St. Louie comes Hartsough, J. C.,  
A "smithy" one time, don't you see?  
Selling pumps now his trade, thus his living he's  
made,  
Oh, he sells them just like "one, two, three."

From the state of political grafter,  
Comes Daley both now and hereafter,  
He's always in line, which makes things so fine,  
We all like his good hearty laughter.

From Chicago comes Allen the booster,  
A salesman who fights like a rooster,  
His spurs are sales talks, his failures mere squawks,  
He now sells more tanks than he use-ter.

A. L. Casey at last came to bat,  
Cleaned off the Home Plate with his hat,  
Took a swing at the ball, hit the old City Hall,  
Made a home run as slick as a cat.

Our "Hot Air" Artist, young Darden,  
For his yarns he should never seek pardon,  
His speeches so vain, would turn snow into rain  
Most enough to water a garden.

A Rice Bird is W. T. Jay,  
On the job and on it to stay,  
He's right in the running and got 'em a coming,  
While some sleep he's up and away.

A. E. Moffatt came in on the jump,  
Riding a tank and driving a pump,  
By hard work he has won, he deserves all the "mon,"  
The boss says this poetry's punk.

Here's a very nice man, H. F. Babbitt,  
No more hair on his head than a rabbit,  
He's a salesman by gum and he makes business come,  
If an order's in sight he will grab it.

Oh here is our friend, Robert Johnson,  
Were he not here we'd feel very lonesome,  
Bob never says much, but it does beat the Dutch,  
The ladies all think he is handsome.

A salesman from Washington, D. C.,  
Is a Pacemaker, Stovall, G. P.,  
He's worked hard they say, in the U. S. A.,  
Selling pumps for the firm S. F. B.

"Oh! Ho! says Behan, J. J.,  
I'm glad to see you this day,  
That order I need, so get up some speed  
And sign without further delay."

Oh! A great Giant Killer is Jack,  
Gets an order or else he goes back,  
"Come across and sign up, and then we will sup,"  
Say, Sterling is on the right track.

From Dallas is Tomlinson, R. E.,  
Of course this is twixt you and me,  
El Paso, Fort Worth, East, West or the North,  
When he works he's a busy old bee.

A swell guy is Offerle, W. B.,  
He sells tanks near the Alleghenee,  
A dapper young man, who sells where he can,  
He's a Pacemaker now, don't you see?

R. H. Sherlock the bald headed man,  
He sells them where no others can,  
His speedy auto makes others seem slow,  
He sure is a swell Bowser fan.

Carrington, who never fears drouth,  
And seldom looks down in the mouth,  
Fine sales he does pull, from the Home of the Bull,  
He's from Durham, N. C., in the South.

To Lowe from Old Arkansas,  
A prospect once laid down the law,  
"If the sun it does shine, my name on the line,  
You'll get it if you ask my wife's Paw."

In Atlanta Mr. Ashley, M. A.,  
Sold pumps, tank and hose for his pay,  
"Til a guy came along, singing this little song,  
"Will your 7F2 filter whey."

From Pittsburg comes Milliron, E. L.,  
Smoking those stogies that smell,  
The Club he's cinched, although he was pinched,  
He must have been driving like (the Dickens).

Mr. Lipes, our Salesman of note,  
His model he worked while he wrote,  
A prospect once said, while scratching his head,  
"You sure have got me by the throat."

We all know Mr. Michaux,  
He's a Frenchman "vous-savez," dont-cher-know,  
In rain or in shine, selling tanks all the time,  
Don't think for a minute he's slow.

Said a Salesman named L. W. Crow,  
"To the Convention I surely must go,  
By land or by sea, as straight as a bee,  
Selling tanks sure brings in the dough."

At billiards Mr. Darling's some shark,  
Though you'd never tell from his bark  
No bed is too long, no couch is too strong,  
He has to sleep out in the park.

You all know Pacemaker Pack,  
In Georgia he's on the right track,  
Selling pumps of all sizes, he's in on the prizes,  
As Romeo, he sure is some crack.

◎ ◎ ◎

H. S. Dodge, who recently has taken up the  
line, has proved himself to be a consistent  
worker. Mr. Dodge has succeeded in closing  
some nice orders, and his success with this line  
is assured if he keeps up this kind of work.

## THE LAST DAY

DECEMBER 19, 1914.

## Final Effort, Cut 102, Order No. 115.

Dealer—"You want me to buy something you never saw?"

Salesman—"Yes Sir! But it is "Bowser" Quality."

Dealer—"Then all I have to guide me is the Bowser reputation and **your word?**"

Salesman—"Both are good, Sir!"

And so was I sold the new outfit. Two years ago I was "fired" because I could not sell—as **they** said.

Progress is turning defeat into success, and taking the **sting** out of failure.

You are **never** defeated until you give up.  
(Signed) S. J. REDFORD.

◎ ◎ ◎

Salesman C. P. Law of the Harrisburg District, recently closed a very nice store order to the tune of 56 points. The order called for one 20 Bbl. Cut 115, one 10 Bbl. Cut 115, one 2 Bbl. Cut 115, and four 5 Bbl. Cut 115 outfits. This order was sold to a coal company in the heart of the Pennsylvania Mining district.

◎ ◎ ◎

Pacemaker J. C. Hartsough of the St. Louis District, was a visitor at the Home Office recently. This is Mr. Hartsough's first visit to the plant since his coming with the Company.

◎ ◎ ◎

Mr. C. O. Timberlake, working in Tennessee, has turned in some very fine business recently and from what we hear will be a Pacemaker in 1915.

◎ ◎ ◎

Mr. J. C. Waldo of Columbia, Tennessee, has just taken up our line and bids fair to make a success in spite of the fact that he is but twenty two years of age.

◎ ◎ ◎

N. B. Steele is a consistent producer and has been since he took up our line October 28th. Mr. Steele is a salesman of ability and not afraid of work, a salesman who works the territory closely, and the result is he is closing some fine business.

◎ ◎ ◎

Our old friend, John Lea, recently sent in a nice order for about 30 points.

◎ ◎ ◎

Geary W. Lewis, who has taken up sales work under the Washington District, has started in very nicely, having sent in three orders the past week and two the week before.

◎ ◎ ◎

◎ ◎ ◎

Louis Glaser, who has taken up work in the Mountains of Virginia, has closed a very nice business to date.

## UP IN VERMONT.

We are indebted to Salesman H. F. Babbitt, of the Engineering Sales Department, for the following clipping taken from the New York "Evening Mail" of December 1st.

This is evidence conclusive of the "Bowser Trail" blazed by Mr. C. M. Carpenter. When a New York evening paper recognizes a condition existing as is shown by their report, it certainly proves that the territory has been well covered.

## TOWN PUMP A GASOLINE PUMP.

A native of Vermont, returning to the old state, would not recognize it nowadays if it were not for the everlasting and unchangeable hills and the venerable appearance of some of the old farm places. The conditions of life are essentially changed. In the little old village up in the hills, eight miles from a railroad, where life was very primitive not many years ago, the Office Window man was surprised to see a singular metallic monument of fantastic form, and painted bright red, standing in front of the store. It was as tall as a tall man, and unlike anything he had ever seen. The Office Window man inquired, with some astonishment, what it might be, and was answered, "Why, that's a gasoline pump." A gasoline pump? What was that? Then he was informed that it was an apparatus for pumping gasoline into automobiles! At virtually every house in the old village there is an automobile.

Passing by the hill farms, you see the nose of an automobile sticking out of the door of the old woodshed, which has been turned into a "gairridge." Nearly every farmer has an automobile. You can ride all over the country for very little money, for almost any farmer will carry you anywhere in his motor car for a dollar more than the cost of his gasoline. It helps him to pay for the machine, and justifies its existence. "Earns money for me, ye know," he says.

## WHERE SNOW IS A BOON.

However, there are fully five months of the year in Vermont when the automobile will not earn the farmer anything, nor cost him very

for gasoline either.



## TURNED THE OFFER DOWN.

### A Well Known Salesman of the Fort Wayne District, With Headquarters in Ohio, Recently Proved His Belief in Bowser Future for 1915.

A well known salesman of the Fort Wayne District, dropped into our Office Saturday morning, Nov. 21st. All of the older men know him and a good many of the younger men are acquainted with him. He was for some time located in the Home Office. He took up a year's educational work with a credit house and then decided to handle our line out in the field. He knew its worth and felt that it was a duty to himself and his family to take it up.



The past year he has been working his territory with varying success, as far as actual business secured was concerned. But he was most busily engaged all the time in intensively cultivating the field as the following incident will show. A little while ago a well established manufacturing concern in Ohio, approached him with an offer of the Sales Managership at a salary of \$3,300.00 a year.

This salesman replied something like the following:

"I certainly appreciate your coming to me with this offer, but the future looks so bright that I cannot consider it and you had better not let it go any further as far as I am concerned. If I get 25% of the business that I have already sold and has been promised to me, your offer is small in comparison. I know what the future has in store and would not trade the 1915 prospects for the position that you have so kindly tendered me."

During our conversation with him we extracted a few sales nuggets that have been used successively by him in his work. We are passing them on to you for your benefit.

This salesman has in his territory quite a number of Bowser outfits that have been installed from twenty to twenty-five years. Instead of trading these outfits in for modern equipment he finds that they are giving such excellent satisfaction that he uses them as a sales argument on a new prospect. One of these users said to him, "I don't see why I should trade my old outfit in on a new one. The old one is

not giving me a bit of trouble and it measures as accurately as when I bought it." The salesman's characteristic reply was, "Of course not and I don't want you to trade it in and that old outfit with your endorsement is the best sales argument I can get to use in my territory." He has a dozen or more of them in various parts of his territory to whom he can refer. They are so well satisfied that they unhesitatingly endorse the outfit.

When the question come down to price and he cites these old equipments, what does the price amount to when spread over that number of years? "Especially when you take into consideration that these were the first equipments put out and there have been many excellent improvements in making them since we were in our infancy."

Here is another one he uses when talking about our equipment.

"Isn't it cheaper for you to buy a good horse than a 'plug'? When you buy a horse don't you look at his feet and examine him all around to see that he is sound?"

"You pay more for such a horse than you would for a 'plug,' but it is economy in the end. A good horse doesn't eat any more than a 'plug' and many times eats less. A good horse will give you service where a 'plug' will run you up veterinary bills. This is sound horse sense and you can't get away from it."

"It isn't so much a question of 'Will it work' but 'Will it last'." You know that a Bowser pump will work, and you know from the fact that we have been in business for over thirty years and that even in this neighborhood are pumps that have been in use for over twenty-five years, that it will last."

### Price Cutting.

"The very fact that you cannot buy our equipment for a cent more or less than list price should convince you that Quality and Service are paramount in buying Bowser goods. It is built up to a standard, not down to a Price."

"If a man offers you a fixture of any kind, we will say for \$200.00, and before he leaves is willing to take \$150.00, you know as well as I do that that man is endeavoring to hold you up for \$50. You never know when he's reached the bottom or how much he's intending to hold you up."



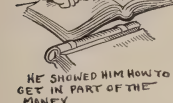
### Cleanliness.

When this salesman finds a progressive merchant with Cash Register, Computing Scales, and the balance of his store in "tip-top" condition, he doesn't dwell on the question of price or what the equipment will do, but trains all his arguments on the question of cleanliness.

He endeavors to shame the merchant into seeing what a marked contrast his old "jigger" pump and oil soaked floor is to the rest of the store. He endeavors to show that merchant the advantage of bringing up that Department to the standard of the rest of his store and he usually succeeds in doing it.

### Service in the Field.

His strong fort is assisting prospects in his territory. We mean by this that he calls on every user of oil handling devices and makes friends with them all. As an example of the service he renders to his prospects, we cite the following incident with Mr. Ohio.



When he pushed the prospect to the limit the grocer finally turned to him and said:

"I want your pumps, Mr. ———, as bad as you want to sell them, but frankly I don't see how I can do it. Do you realize I've got \$3,000 on my books and I can't see my way clear until this is collected?"

"Come over here to the desk," said our salesman, "and I'll show you something that'll open your eyes."

He then carefully went over his entire business proposition and with the credit experience he had, showed him how he could get in part of the money and how to put his business on a paying basis.

So convincing was his talk, and so practical his advice that the grocer followed it in detail, with the result that today he is making money where before he was losing, and he is assured of a fine order after the first of the year and a warm friend for all time.

Not only that, but he calls regularly on present Bowser users, with a cheerful, "how do you do and how is the pump working." In this way every man is his friend. One instance in particular shows the value to the salesman of this phase of the work. He called on a user

and inquired, "how is the pump doing?" "Not at all, it has not worked since we installed it, won't measure and if you can do anything to help me out I wish you would." They examined the union at pump and found it O. K. Then they uncovered the pipe line and tank, when they found that the plumber who installed the outfit had failed to tighten the foot valves. These were tightened and the pump worked fine. Another friend and booster who might have been otherwise but for our salesman's willingness to give him the benefit of his knowledge and experience.

### Better Outfits.

This salesman's confidence in the line is shown by his reply to a prospect who asks him if there are not other pumps just as good made.

"If there were any better outfits made for the handling and distributing of oil than is put out by Bowser I'd endeavor to represent that firm or know the reason why. I have always allied myself with the best and have found that it is policy in the long run. My customers are better satisfied and consequently I make more money. Honesty and Quality are the best policies to tie up to and Bowser has them both in a superlative degree."

### THE MODEL DID IT.

**Salesman S. S. Haw of the Chicago District, Relates a Sales Experience That Secured An Order for a "Red Sentry."**

Minneapolis, Minn., Nov. 28, 1914.

Mr. G. A. Townsend,  
S. F. Bowser & Company,  
Fort Wayne, Indiana.

Dear Mr. Townsend:

Here is a little sales talk that got a 5-Bbl. Cut 241 for me something over a year ago. Will make it brief and get in the main points.

IT TAKES A GOOD WORKMAN TO MAKE THESE MODELS



"How do you do, Mr. Buyer. I represent S. F. Bowser & Company, manufacturers of Oil Storage Systems and Self-Measuring Pumps for all kinds of oil."

"Yes, sir, I have heard of your tanks and pumps and intend putting in an outfit for handling gasoline next Spring."

"Mr. Buyer, why wait until next Spring? You have nearly all of this season's business yet and you can pay for this 241 'Red Sentry' in the next six months on the increase of your sales in gasoline."

"Don't think I can. Am too busy today and you are wasting time trying to sell me now, for I am not going to buy now. There are other outfits made at less price than yours. Between now and next Spring I will look them all up and after comparing prices and quality of outfits, if yours is the best for the price I will give you an order then. If I make up my mind somebody else has something just as good for less money, will buy that. Now, if your time is worth much, don't spend it here, for I am not going to buy until next Spring."

"From your talk, Mr. Buyer, I don't expect to sell you today, but if you can spare twenty minutes or a half-hour, I would like to tell you just what we give you for the price we ask, and then you will know how to compare it with other equipment."

"All right—I will give you a half-hour's time."

"Thank you, Mr. Buyer."

I then explained all about the tank, very quickly but earnestly, and the pump also, but had not seemed to make any impression on him. He then said:

"I will see you next Spring."

I then brought out the three models I carry and set them on the desk in front of him.

"Now, Mr. Buyer, when you get ready to buy an outfit, this is what I want you to remember; that the men who make these models make the outfit we sell you. You know it takes a good workman to make these models and in order to keep such men you must keep them the year round and pay them the highest wages and therefore get the best products that man can make, although it costs a little more, that is all."

At this point Mr. Buyer got up out of his chair, lit a cigar, and said:

"Well, I am going to have one of them outfits. Write up the order."

I was somewhat surprised, but immediately got busy and in ten minutes' time had his check and signature.

I think the model talk sold the outfit and I now use this argument quite frequently and successfully.

Respectfully,

(Signed) S. S. HAW.

We regret to state that Salesman J. E. Kutsche's mother passed on very suddenly, Saturday morning, December 12th, at her home in Grand Rapids, Mich. We wish to extend our sympathies to Mr. Kutsche in his sudden loss.

## Be Positive—Not Negative.

Do you sometimes talk beyond your selling point? Don't be afraid to get out your order book while making your demonstration, make out something that looks like an order, order blanks are cheap—waste one if necessary. Use your thought force. Don't say—"MAY I ship?"—but look him straight in the eye and say—"LET ME SHIP YOU A 10-BBL OUTFIT, YOU NEED IT TO MEET YOUR REQUIREMENTS."



MAY I SHIP is but an interrogation. LET ME SHIP is a positive injunction.

Exercise your will power; don't let the other fellow have the stronger will. Remember that you know your line; you are an expert in the oil storage business; drive home your arguments as if you meant them.

## THE PASSING AWAY OF SALESMAN W. Y. ROBERTSON

Saturday afternoon, December 26th, we were advised by a telegram from Mr. W. R. Hance that former Pacemaker, W. Y. Robertson, had departed this life at his home, 70 Park St., Sydney, Nova Scotia. The funeral occurred Monday, December 28th.

We were able to authorize a florist in Sydney to furnish an appropriate floral emblem coming from the Bowser Pacemakers Club. This was sent to his mother, Mrs. Mary A. Robertson.

Mr. Robertson started with us in January, 1907. At that time he was the youngest man in the organization, being only nineteen years old. He has been in ill health, however, for some time. In spite of this handicap he was a Pacemaker October 18, 1912 and last year was elected on September 29th. This year he was well started toward the Club when ill health took him off the road and finally resulted in his passing on.

Mr. N. B. Steele, of the Washington Office, is well named. His name and his backbone are synonymous. Mr. Steele entered our employ October 20, and sold the necessary twenty outfits to qualify in the "Kerosene-Lubricating Contest" before December 19th. Look out for this man as an honor contestant in the Pacemaker Club this year.



## Calling on the Dry Cleaner

A Splendid Article by Mr. I. L. Walker of the Fort Wayne Sales Department, Who is An Expert in This Line—Read and Study It—It's Most Instructive.

In selling the dry cleaning trade Bowser Equipment, it is not necessary to have a technical knowledge of our line any more than it is necessary to be a mechanical engineer to sell our Cut 241 or Cut 19 Outfits. It is necessary however, to have a working knowledge of the dry cleaning business as applied to the handling of gasoline in their plants.



The best advice that we can think of to a salesman who is selling or going to sell this trade is to cultivate some good dry cleaner's acquaintance to the extent that you may ask him pertinent questions about his business, secure from him some of the little "kinks" of the trade

which might be of great interest to some prospective purchaser of our goods. The whole scheme in selling this class of merchants is to be able to talk to the trade intelligently about their business and gain their confidence.

After you have once gained the prospect's confidence the sale of our product is a natural result. In casting about for some dry cleaning friend from whom you can secure your first information about the business, be sure and select somebody who is progressive and "up-to-date." If he has a Bowser System you will be able to learn more about our goods and the application of our system to the dry cleaning needs than in any other way. It will give you a first hand working knowledge of the handling of gasoline in the plant.

Be careful to learn how he receives his goods; any new schemes for marking the goods; any special method of inspection; how he routes the goods through the plant from one department to the other; little special "stunts" about spotting; how much gasoline he uses; how long does he use his gasoline before it is distilled; how much he pays for his soap; what size boiler does he use; how many people does he employ as compared to the business he is doing in a week; his advertising; etc., etc. You as a business man in return, may be able to give him some valuable suggestions on account of your connection with this company.

You can readily see by asking these pertinent questions and after a careful study of the Bul-

letins and the information you would secure at the Home Office or at any of the Branch Offices, that you have a working knowledge of selling talk in handling dry cleaners. If you are able to call on a prospective purchaser of Bowser goods and talk with him in the terms of his business intelligently, he will immediately perceive that you know your business and any suggestions which you make pertinent to his business, he will readily believe and when you make your recommendations for an underground storage system he is in a frame of mind which readily accepts the statements which you make.

### Always Be Observant.

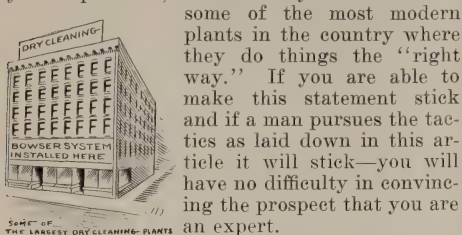
As you call on a number of the dry cleaning fraternity soliciting their business in connection with your other work, you will probably pick up some little odds and ends from each place that you visit. By careful use of these points in conversation with your next prospective purchaser, you will soon have a working knowledge of a business which is very peculiar in a way, inasmuch as it is in its infancy and is not fully developed, neither is it on a basis as yet, with the laundry and other allied lines.

The salesman, in looking over the different Bulletins pertaining to our Dry Cleaning Equipment, will be able to work out the simple problem of the system—that is, how it works and operates—by using a blue or red pencil and running the lines down from the header until it reaches the tank and then asking himself the various questions as to "Why this goes there," "if this is the clean line" or "is it the dirty suction line," etc. You will be surprised how easy it is to master the working of a Bowser dry cleaning system. It is really not complicated although it is made up of a number of pipes connected to tanks and a pump by means of a Header. There is a reason for every pipe and a reason for every valve, and if you follow the method suggested you will readily understand in a logical way how comprehensive and effective our system is and yet how simple in operation.



In calling on the trade, use the knowledge you have gained in your approach, giving the purchaser to understand that you are an expert

in your line; that you would be very pleased to go over his plant and give him the benefit of your experience; inasmuch as you have been in



some of the most modern plants in the country where they do things the "right way." If you are able to make this statement stick and if a man pursues the tactics as laid down in this article it will stick—you will have no difficulty in convincing the prospect that you are an expert.

### It Pays to Know Your Business.

There are some little "kinks" about the pressing of clothes or the handling of clothes in a plant which clever salesmen can get onto. You would be surprised, when going about calling upon the trade, to see how crudely some of the dry cleaners handle their clothes and the methods they pursue. Now if you can improve their method by intelligent remarks you have their confidence.

For instance: In going into a plant, after you have introduced yourself and have "broken the ice," so to speak, walk to the rear of the plant and enter the dry cleaning room proper and size up the situation with the proprietor.

As you pass the pressing machine you will probably note that the young man or attendant is pressing down a "pocket-flap" and that after it is pressed there will be an impression made in the coat by the pressing of the flap into the fabric. Tactfully call the proprietor's attention to this, telling him that if there is a small paste-board or material of some kind placed under the flap, this can be readily pressed and not show in the fabric afterward. Or the operator may not be using a "pad" under the shoulders when he should do so, etc., etc.

We are giving you this little example to show how it is possible to gain the proprietor's confidence at the start. You may not always be able to show him little "stunts" like this, but if you are careful and keep your eyes open, you may be able to make a great impression in this manner where it is most needed. In other words it pays to know your business.

The dry cleaning room of the average dry cleaner is usually a joke. They have little or no idea as to the placing of the machinery in the most logical manner; no idea of ventilation; no idea of the proper oil storage problem; so that it is positively impossible to go in and

quote a man a cold price of \$1,200 for an equipment when everything else in the plant is handled on a \$5.00 basis. It is not a question of what does it cost, but what does it do.

The proprietor, however, can be usually led up to this point gradually; first, by careful suggestions as to how the machinery could be placed so that he would secure the best results; and, second, by minimizing the price of a system by showing him the advantages which can be gained by the installation. In other words, it is just like selling any other goods, you can make the price look as big as a mountain or very small, as compared to what the man is actually receiving for his money.

In handling this trade the fact that you are an expert and will be able to give him individual attention as to the placing of his machinery; that the concern which you represent would be pleased to show him how to ventilate his room properly; and give him a working blue print of the correct layout after the order has been secured; will give you a big advantage in securing the business.

### Advantages Over Other Lines.

The remarkable thing about the dry cleaning business is the fact that there are so many advantageous viewpoints and problems to be figured out, that the other lines do not always possess. These are really simple if a man understands the game, as compared to the selling of our standard goods where some other concern may quote prices on goods which look exactly like ours.

The problem of "Service" enters largely into the dry cleaning sale. As we have before described the ability to "show a man" how he can handle his business profitably and economically by the installation of our equipment is practical and is the only real method of approach.



For instance: You go into a plant and learn that he has two washers arranged along side by side, with the extractor probably way down at the rear end of the room. This extractor should be located between the two washers out at least three or four feet toward the middle of the room so that he can get from each washer to the extractor in the least possible time. Where gasoline soaked goods have to be carried over the floor this is not only a fire menace but is a loss of gasoline. Where the extractor is between two washers or located centrally between three washers, this

cuts down a loss of gasolene and loss of time all of which counts in every business today.

### Study the Municipal Laws and Explain Them to Him.

Explain to him that most of the City Ordinances require dry cleaners' establishments to be of one story construction; to have proper vents in the walls; all tanks to be buried underground; and that the gasolene shall be drawn from the tanks by means of a pump, and discharged directly into the washers without exposure to the air, etc., etc.



In other words, go over his entire plant, whether he is planning a new one or remodeling an old one, and show him he can place his machinery to the best advantage; how he can drive with a motor of 6 to 10 H. P., and save considerable money as compared with the old steam engine which is located usually at one end of the room or in an adjacent room. This not only eats up the profit but actually discharges wet fumes from its exhaust, into a vaporized gasolene room which readily takes up this moisture and sets spots in silks. Gasolene does absorb about 1-10 of 1% moisture although water will not mix with gasolene beyond the absorption point.

Tell him that there must be no door, window, or any other opening into any other part of his plant—that the openings should be to the outside and that there should be a fire wall between the dry cleaning room and the rest of his plant.

Explain to him that the ventilators should be, if possible, on one side of the room opposite the washers so that the fresh air will be drawn across the floor and be taken out by registers located in the wall near the washers. Or that for an additional expense he could install an exhaust system on the outside, or even on the inside. All vertical pipes must lead to the roof where the dangerous gases will be drawn off and this danger from fire eliminated.

Tell him that it is a great deal more for his protection that he should place these safety measures in his plant than it is for any demand from the public or surrounding neighbors. He could not afford by any means to have a fire because he could not secure proper insurance on his plant; it would also mean a loss of business, and in all probability the city would make him move out to the suburbs to operate.

### How to Put Out Fire in the Operating Room.

Explain to him that it is possible to place a steam pipe along the wall, say 30" or higher from the ground, and have an outside connection from the boiler room to this pipe, with a valve at that point or at any convenient point outside the room. Should there occur an explosion in any of the washers, which frequently happens in dry cleaning plants, it is possible for his employees to rush out, close the doors, and turn steam into the room and in two minutes the most dangerous fire can be squelched. Steam is the best smotherer for gasolene fire that has yet been thought of.

After you have gone over a man's plant, made suggestions on the lines laid down and gained his confidence, the next thing to do is to inquire about his business—learn how much gasolene he buys per week learn how much business he does per week; find out the average the year round; find out if he has an increase every year; and after you have secured this information you are in a position to start to lay out a system.

### Laying Out System.

In laying out the system it is necessary to find out how many washers a man operates a day and how many times he washes per week in order to arrive at some conclusion as to the proper sized tanks he should have. There is a correct way to find out just the proper sized tanks a man should have in his plant as explained farther on in this article. After you have used this method you will find



that it is necessary to sell the man a system as near to your idea as possible. There are, however, a lot of men who will say that they can get along with smaller tanks in spite of any argument you can bring up, and as I have said before, it resolves largely around what you can sell him. In all our experience we have never sold a man tanks of too great a capacity.

Only a recent incident occurred in which a salesman was endeavoring to sell a prominent dry cleaner a 6-tank, 5-barrel system. We suggested that in place of the 6-tank, 5-barrel system that he place 6 tanks, with 4 tanks of 10-barrel capacity and 2 tanks of 5-barrel capacity. The purchaser did not think it would be necessary to have such large tanks but we finally prevailed upon him to take them. Only very recently he has asked us for quotations on two 800-gallon tanks as additional equipment.



## Sell Large Tankage As It Pays in the Long Run

It is much cheaper to sell the larger tanks when the initial installation is made, than it would be to dig up the ground and place additional tanks or larger ones. It would be well to cite an instance of this kind in influencing the prospect in the use of larger tanks.



YOU CAN MAKE THE PRICE SEEM LIKE A MOUNTAIN OR VERY SMALL.

The new tank capacity is largely controlled by the purchaser's ability to secure a supply of gasoline from the oil companies promptly. We usually try to keep the tanks uniform so if you sell a 6-tank, 5-barrel system the "new tank" will be uniform with the rest. The capacity of the new gasoline tank is also largely controlled by the amount of "new" or "white goods" that the dry

cleaner is handling. Some firms do a larger business in the "white goods" line than others, depending upon the locality.

The "distilled tank" should be large enough to handle about twice or three times the capacity of an ordinary still. The "settling tanks" should be large enough to handle a supply of gasoline which is figured up in the following manner:

### How to Figure Correct Storage.

Find out the number of days in the week a man uses his washers. We will say for instance he washes three days a week. Now, find out how many washes he makes in a day. Again for example we will say two in the morning and two in the afternoon. Now if he is washing three days a week and four washes in each of the three days, this means that he is actually making twelve washings. We figure thirty gallons of gasoline to the average washer, so that this man would have to have available, three hundred and sixty gallons' storage capacity in order to take care of his requirements, plus a natural increase which his business will probably gain as years come. We usually conservatively figure this about 30% per year over the year previous to take care of the future requirements.

It makes a difference whether a man is operating one washer or two washers. He usually puts one batch of clothes in the first washer, say the "whites," and while he is washing these he is placing the "grays" in the second washer. He transfers the gasoline from one washer to the other and thus uses thirty gallons of gasoline for the two washes. Consequently, if a man is operating two washers you

could figure about two-thirds of the amount mentioned as a basis for figuring the storage tanks.

It is at least necessary to have two "settling tanks" for dirty gasoline, besides the distilled and new gasoline. Use one on Monday for clean gasoline, dumping the other into the second tank and letting this settle until Tuesday; then transfer from the other tank to the original tank and thus alternate during the week. Three or four tanks give additional storage with plenty of opportunity to settle the gasoline to a point where it becomes nice and clear. In muggy, damp weather gasoline will not settle as quick as on crisp, clear days.

### The Advantages of Distilled Gasolene.

The idea in dry cleaning is to keep the gasoline saturated with the naphtha soap as long as possible without impairing its efficiency as a cleansing agent. Whenever the naphtha passes through the "still" the soap is removed and of course this is a direct loss.

The dry cleaners today are also realizing more than ever before the advantages of distilled gasoline. They find that it is a better agent for the cleansing of "white garments" than even new gasoline, so that the distilled tank should be large enough to take care of any requirements along this line.

After you have lined up the prospect for the proper sized tanks, you will find that this demonstration may cover one or even three visits to the prospective plant. Yet in all this time you have said nothing about the savings and everything else which is logical argument for the buying of Bowser equipment. These will now naturally follow and the sale is surely to be consummated if you are logical in your arguments and gain the purchaser's confidence at the start.

Be sure to impress upon the purchaser's mind firmly and persistently, the advantages of securing Bowser Service. It means a lot to any man who is purchasing oil storage equipment—a whole lot more than even some of our salesmen realize. It is a big and powerful talking point in the sale of our goods.

Impress upon the purchaser the fact that we have installed equipment in some of the largest and most complete dry cleaning plants in the United States. These plants are models of perfection in detail. If he is in position where he must make a close price on his goods it is absolutely necessary for him to handle his goods in the least possible length of time and to use the least amount of gasoline to insure there being perfectly clean. A Bowser System enables him to do all this and more.



A good illustration of piping to and from tanks. Installation made for Kalamazoo Laundry Co., Kalamazoo, Michigan.

### A Bowser System Cuts the Cost.

The best argument for a case where competitors are pushing a dry cleaner hard, is the fact that he can put in a Bowser and cut his costs. There is absolutely no question in our mind but what a Bowser System installed in a semi-modern plant, will save not only the price of it in a year's time, but it will actually cut the gasoline bills in half. It will also increase their efficiency for producing work from thirty to one hundred per cent and give a measure of safety in the handling of their work which is worth twice the price of the outfit.

There is a remarkable fact in connection with the dry cleaning business and that is, wherever we have installed a Bowser Equipment the man's business immediately picks up; his cost is cut, and he handles his business as a business man should. He takes no risks and not only makes money but is a powerful booster for our goods. We believe this is brought about by the fact that we eliminate the fire danger 90% by the installation of our system.

In most cases where our pipes are installed in a man's plant it is necessary to place them under cement in order to make the floor fit for handling the goods to the best advantage. Where a man has a cement floor in his place he tries to keep it well cleaned. When you go into his plant it is neat appearing and gives visitors an idea that he has got his business on the proper basis.

### A Bowser System Is a Far Reaching Advertisement for the Dry Cleaner.

The dry cleaner heretofore is ashamed to show anybody in his place because it is a dingy old "death trap." But when he has it put on a modern basis, first, by the installation of a Bowser and second, by ventilating and adding steam connections and all such measures of safety which naturally go with our installation, he is proud of his place and naturally desires people to inspect it. It is a far reaching advertisement.



Any man or woman who goes into a dry cleaning plant, sees the extent of the machinery, the modern ways of handling clothes and the infinite detail which is necessary to overcome obstacles, remove spots and bring the clothes back like new, will readily agree that the price of \$1.50 or \$2.00 for a suit or dress is justifiable.

The dry cleaners of today are more and more realizing this fact. They are not now hiding their light under a bushel. They are inviting the public to visit their plants and show them how they do business. The Bowser System, without a question of doubt, and the Bowser idea of storage is largely responsible for this fact.

### In Conclusion.

In handling the dry cleaning line a man must study the trade,—must have a working knowledge of their requirements and then he will have no great difficulty in selling our goods.



Another view of installation of Bowser Dry Cleaner's Equipment as put in for the Kalamazoo Laundry Co., Kalamazoo, Michigan.

### BUSINESS SUICIDE.

In a little town in Alabama Mr. Bruno sold two brothers on memorandum, a Kerosene and Gasolene Equipment. He was unable, however, to get definite shipping date as they were not certain just what they wanted to do. They promised to give this date, however, before the first of the year.

Instead, however, of sending shipping date, Mr. Bruno received the following reply to his letter urging immediate shipment:

"In answer to your letter of the 28th, will say that we can't take that tank as we got burned out on the 25th of this month. I don't know whether we will go back into business again or not."

Mr. Bruno reports that these brothers had a 50-gallon tank of gasolene (usually half-full) standing on the counter, near a stove. When cold weather came the stove was lighted. During the night fire broke out. The report was, "Cause unknown."

Strange, was it not? On the face of it to those of us who know, it looks like a clear case of "business suicide."

### IRON

#### Cast—Malleable—Wrought—Steel—As Used in Making Up Bowser Equipment.

We are all familiar to a certain extent with the different grades or classes of iron as above mentioned. All iron originally is produced from ore by a process of smelting by which the impurities in the ore are extracted from the iron itself. The iron produced by the ordinary methods of smelting is what is known as Cast Iron, although in our every day usage we generally think of Cast Iron as having been cast into different forms for making the various articles in daily use.



These men are pouring into moulds to form Cut 241 "Red Sentry" doors. They do nothing else all year round.

To explain the processes by which the various grades of iron,—Cast, Malleable, Wrought and Steel are produced, would require a lengthy article. We will not go into that part of the subject. What concerns us most and especially the Bowser Salesmen, are the physical properties of iron and steel. The degree of strength, hardness, weldability, ductility, malleability and elasticity which exists in the different grades of iron is what we are interested in, as upon that depends the usefulness of the iron for various purposes.

#### Malleable Iron Castings.

Malleable Iron castings are made by treating specially made Grey Iron castings in a specially designed oven, heating to a high temperature near the melting point—and allowing them to cool very slowly. This process requires from a week to ten days or more, depending on the size and weight of the castings. This process toughens the castings and gives them a certain ductility that very materially increases their strength and makes them more suitable for parts that have to stand sudden jars or shocks, as they will bend before breaking.



A few specimens of cast iron. The tank flange and foot valve cage in center are malleable iron.





Casting some of the smaller parts of Bowser Pumps.

### Wrought Iron and Steel.

Wrought Iron and Steel are made by a similar process, and in the finishing process are either hot or cold drawn, and are used for various purposes. Wrought Iron is usually made in sheets, bars, pipe, etc., being largely used for welding and forging. Steel may be either cast or drawn. Cast Steel is similar in appearance, but has more strength than Malleable Iron, while Forged Steel has more strength than Cast Steel. Dropped Steel Forgings, especially Vanadium steel, are exceedingly strong and are used where they have to stand excessive abuse. Drawn Steel is made in many grades from mild steel used in making gas steam and water pipe and tank steel rolled into sheets, to high speed tool steel used for cutting tools, etc.

In manufacture of Bowser Equipment with the exception of tanks, practically all Grey Iron and Red Brass castings are used, Malleable Iron being used in some instances where requirements make it more suitable. Most of our tanks are made of heavily Galvanized Steel. The flanges are Malleable Iron or Forged Steel, as they are easily riveted and soldered or calked and there is no danger of breakage. Also they can be made much lighter than Cast Iron and still be strong enough for the purpose intended, and at the same time make a much neater appearing job.

### Grey Iron Castings.

The Grey Iron castings used in the manufacture of Bowser Equipment are made to meet the requirements for which they are used, being made from new Pig Iron of the proper analysis, with a proper proportion of other ingredients that are used to give the iron a dense, fine grain that is not brittle and which machines properly. This is done in order that there may be no possibility of gasoline or other liquid penetrating through the casting; just one more evidence of the care exercised in the manufacture of Bowser Equipment.

During over twenty-nine years' practical experience, S. F. Bowser & Company have studied the requirements to determine the metals best suited for different parts of our various equipment and are using Grey Iron castings where they feel that Grey Iron will give proper service, and Malleable Iron, Wrought Iron, Steel and Red Brass where experience has shown it advisable to do so. That the castings used are suitable for the purpose is proven by the fact that Bowser Equipment is regularly recommended by Underwriters Laboratories under the direction of the National Board of Fire Underwriters and all our pumps for the handling of volatiles bear the Underwriters' Label.



Drawing the molten iron from Cupola—a very difficult picture to secure.

Mr. L. V. Menton of the Dallas District, put across a deal the other day that is worth mentioning:

We recently shipped a 6,000 gallon tank to a firm in Texas. The firm was totally destroyed by fire before the tank reached them. It was, therefore, of no use to them and they asked us to take it back.

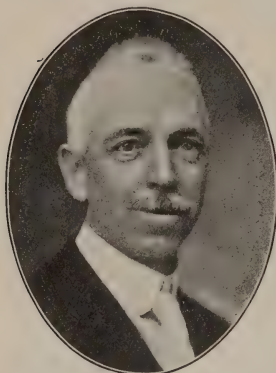
Inasmuch as we had prepaid the freight, which is no small item at this distance, we thought best to dispose of it while enroute to some firm in the neighborhood. Mr. Menton was advised through the Dallas Office of the state affairs and within forty-eight hours he disposed of it. This is Salesmanship of the highest order.

# Outlook for 1915

by A. Z. POLHAMUS, Chairman Executive Board.

In the last issue of the Boomer there appears a statement that the writer was in California and it was the hope of the Editor to have an article from us for the Boomer, on our return. That Mr. Boomer Editor is on the job, was

shown by how quickly he got on our trail after our return and that he is a fearless editor (as all editors are) was shown by the fact that he had the courage to ask an article on the outlook for 1915, from a man who had just left sunny California and been plunged into a foot of snow and 12° below zero weather.



MR. A. Z. POLHAMUS  
Chairman Executive Board

We left California on the rear platform of a Pullman but are not sitting out on the rear platforms of Pullmans in this section to any great extent just at present. However, we surmise that, while it was very pleasant and agreeable in southern California, the zero weather is more of a "ginger" manufacturer than the warm sunshine of Los Angeles and that brings us to our subject of the outlook for 1915.

We are optimistic about the outlook for the business eclipse we have been having for some months is at least passing; the railroads are receiving consideration; mills and factories are opening; weather is seasonable and the merchants in this section at least, are wearing a broader smile than they were some weeks since. The prospect for next year's crops is fine and we are told that money is easy, all of which points to much better business conditions than we have been having.

Inasmuch as we have been having in some sections, a business depression, with which we have been successfully contending, like the zero weather, it should only result in more ginger and greater results in the future than we should have had, had the sun of prosperity been shining in full brightness during the past year.

## It Is Up to Us.

Like all other years, 1915 will have its rough spots and it is going to take work and hard

work to get out of it what it holds for us, even if we go to it. It is up to us, each and every one, to do our part and from what we hear the wheels in the Bowser factory will shortly be turning a little faster than ever in the history of the firm. The outlook for 1915 is good. The line will be the best ever; prices and terms are right for Bowser quality. The thing for every salesman to have is full confidence in himself, the firm and his goods; if he has that, we have no fear of results, as far as he is concerned.

On the frame of mind of the salesman depends his success and to the salesman in the right frame of mind there is no obstacle in the way. As an illustration of this: Some time since in a territory where we had been having a great deal of difficulty in getting business, where the salesman who had been on the territory had complained a great deal of the demoralization of price and unfavorable conditions, we put a new salesman who got quite confused on his line, but was in a good condition of mind, feeling he had a good line and was working for one of the best houses in the country, whose goods he was sure were right.

This salesman would not rank as one of our classiest salesman but he got busy and in his confusion over the line, he sold his goods at more than double the regular price for some days before we could catch him and get him straightened out, and as he did no more business after he was straightened out than when he was so confused on the line, it showed what the condition of mind had to do with the sale of his goods.

## Be An Optimist.

The one thing that will be worth more money to you than any other thing we could do would be to get every one of you in an optimistic frame of mind with full confidence in your line, in your House and in yourself. We have in our organization surely a fine lot of men; this is true in all parts of the world. Our men

are efficient; our men do secure business; our men do work; they do command the respect of the public; they have confidence in themselves, in their goods and the firm. We appreciate all this very much. There, however, may be some times, owing to the stiff battle for the order, a little wavering and that is what we mean when we say what we do about confidence all along the line.



A MAN WHO HAD JUST  
LEFT CALIFORNIA

On our western trip we met nearly all the boys in the section we covered; we were mighty glad to meet with them and talk with them of their business and the conditions they are meeting. At Denver we met Coddington, Mattingly and Jewel; we were in touch with the work of Fisher, Earle and others of Barnett's "Pike's Peak Bunch" of boosters—all live ones.

As we went on our way up into the northwest we stopped off a day with Frank Beatty at Twin Falls, Idaho, the Bowser pioneer of the west, who today is known the world over as the strawberry expert. Mr. Beatty is as much a booster as he ever was and boosting Bowser

tanks whenever he gets the opportunity. He always did good, clean work and brought back the bacon. He is still doing the same thing in his present field. It is always an inspiration to talk to Mr. Beatty, and any fellow who gets into Twin Falls, Idaho, without crossing some of Beatty's land will be a good one. He will need an air ship if he want to make the trial.

### In the Northwest.

We saw our friend Mr. E. R. Bird up at Spokane. Bird is one of the fellows who doesn't say so much as some but he gets the business and the Bowser banner is not trailing in the dust in his territory we can assure you.

At Seattle we met Jeavons, the biggest little nan in British Columbia and W. C. Smith, who has Cut 101 outfits planted so thick in Seattle that one thinks of a horse-radish bed which has spread all over the farm.

We met Mr. Ford, a young man from the Fort Wayne Office, who is now making good, selling Bowser tanks in territory in Washington adjacent to Seattle. We also met another war horse, A. B. Cornell, who is still able to get the name on the dotted line and he sees the humor of the business depression as some view it and says he is going into the undertaking business as a side line and expects to do a thriving business burying

his dead ones in his territory.

We also met Mr. Stoddard and of course had a ride in his automobile. How it is that we are here to write this article we do not understand; we only know that Stoddard at a mile-a-minute clip can come the nearest to hitting the other fellow's automobile or going over the side of a hill and still not do it, of any man we have ever met.

We also at Portland, met Mr. Milliman, who, is sure to be a candidate for the presidency of the Pacemakers Club for 1915, with good business conditions in Portland.

646613

### The "Old Man of the Pacific Coast."

Mr. Dean Johnson, the Sales Manager at San Francisco, known by all the boys as "The Old Man of the Pacific Slope," met us in Seattle and made the entire trip south of Seattle over his territory with us.

At San Francisco we met Mr. Ed Klotz, who after twenty-five years as a Bowser salesman still gets them all; also Mr. Lahon, Mr. Laughrey, Mr. Harding and Mr. Arnold; at Sacramento Mr. Rich; at Los Angeles Mr. Walters, Mr. Merickel and Mr. Olds, all of whom are hard after the business and getting results that are very pleasing to the firm.

At Los Angeles we also met Mr. Davis with that hearty good cheer, which he always carries with him, and Mr. Bigelow, who after his many years of service as a Bowser salesman, is still just as keen after the order as ever. We also met Mr. Dustman, our efficient Manager at Los Angeles, who probably talks Bowser tanks to more people on an average than any other man on the job. In addition to this, Mr. Dustman looks after the office work at Los Angeles, supervises installations and attends to the collections. A busy man indeed is Mr. Dustman.

Yes, at San Francisco we met Mr. Reuben. Funny, isn't it that Coddington in Wyoming and Reuben in Arizona, to say nothing of Crandall, Fisher and some others, get those No. 241 orders out of the desert where nothing but sage brush and cactus is supposed to grow, and funnier still, how the "full cash" for the outfit sticks to all those orders. We sometimes wonder just what sort of seed these salesmen use and we would like to see more of it planted in the rural districts of the balance of the country. We believe the crop would surprise many of us and would suggest to salesmen





working country territory that at the convention they talk to these gentlemen and arrange to do likewise.

In all the territory we covered we found business conditions were not of the best, although in some places there was little complaint; however, conditions on the Pacific coast have not been any better than in other sections and in some places on the coast they are probably worse than in any other section of the country.



BEATY THE STRAWBERRY  
EXPERT

### Our Thanksgiving Outing.

We enjoyed our trip among the boys very much; traveled by automobile through a considerable part of California and had the great pleasure of going with Mr. Savercool, Mr. Dustman and Mr. Johnson of the Los Angeles Office, to the great automobile races on Thanksgiving day. As we stood for four or five hours, first on one foot, then on the other in the hot sun and dust, if we stretched the truth a little when we told Mr. Savercool every five minutes during the time how we were enjoying ourselves, we are sure you will not lay it too strongly up against us for as a dead game sport we do not shine especially bright. However, the races were great.

They say there are 40,000 automobiles in Los Angeles. I am sure there are and they were all at the races—and the dust. If you ever go to California, don't forget the dust for they have the finest article along that line I am sure you have ever tasted. If you want to get a real good sample of the dust and are a little short of cash to buy your meals for a few days, just go to the Corona races in an automobile, or better still, on a motorcycle, or, if you have no friends you can go with, go on foot and you will say that for "dust" the California article is a success.



WITH STODDARD  
AT A MILE A MINUTE

We made the California trip, as for the past few years we have been in a little closer touch with the work in that section than the other Executives of the Company. This work, however, we expect to turn over, in the future, more to Mr. Bechtel and Mr. Zarht, as under the

new line-up in the offices, they will be in better position to take it up.

While in view of our present organization and the volume of our business, we are not in as close touch with the salesmen as we have been in years past, we know that the western boys are no exception; what we have said about these boys is only what can be said of the fellows everywhere.

We assure you of our best wishes as a firm and whether in California, Maine, Georgia, or in Nova Scotia, it makes no difference, you will have the support of all the Executives during 1915, and we wish for each and every one of you, a most successful and most happy and pleasant new year.

The following clipping taken from the Petersburg (Virginia) Daily Index-Appeal, Tuesday, December 15, 1914, is self-explanatory. It shows that Mr. Steele of the Washington District, is on the "job."

Tuesday afternoon and from 8:30 to 10:30 on Tuesday evening.

pro- of Mr. M. B. Steele, who represents the S. F. Bowser and Co., of Ft. Wayne, Ind., has been in the city for several days looking after the construction of gasoline and kerosene storage systems for storages and garages. He has installed several for prominent firms here.

Mr. H. A. Leonard of the Chicago District, got 35 points worth of business December 26th. It has been said that it does not pay to work Saturdays and it has also been rumored that no business could be secured between Christmas and New Years, especially in a large city and particularly, Gasolene business. If any one else tells you that, tell them they don't know what they are talking about. Business can be secured any time that a man goes out with determination to get it. If you don't believe that ask Harry.

<input type="checkbox"/> DAY MESSAGE	<input type="checkbox"/> CABLEGRAM	<input checked="" type="checkbox"/> WESTERN UNION
<input type="checkbox"/> NIGHT MESSAGE	<input type="checkbox"/> WIRE END LETTER	<input type="checkbox"/> CABLE LETTER
<input type="checkbox"/> DAY LETTER	<input type="checkbox"/> NIGHT LETTER	<input type="checkbox"/> CABLE FAIR
<b>TELEGRAM</b>		
(Please direct all orders to the nearest office.)		
RECEIVED BY G. S. F. Bowser & Co., Inc. DEC 19TH 1914. TIME \$1.45		
NO 1 PA 49 COLLECT NL. WINNIPEG MAN. DEC 19TH		
GEO. A. TOWNSEND		
MAILING TORONTO TODAY ONE ORDER, MY NUMBER SIX EIGHTY THREE CORRESPONDENTS OF FIFTY-ONE ONE HUNDRED AND NINE AND ONE OUT FIVE HUNDRED. SALE PRIZE TWENTY ONE HUNDRED AND EIGHT DOLLARS. THIS WILL CLOSE MY SALES FOR THE YEAR. MERRY CHRISTMAS AND HAPPY NEW YEAR TO YOU ALL.		
J. W. KERRICK		
Delivered to JED		

## An 'Owed'

My auto, 'tis of thee, short cut to poverty—  
of thee I chant. I blew a pile of dough on you  
two years ago, and now you quite refuse to go,  
or won't or can't. Through town and country  
side, you were my joy and pride; oh, happy day.  
I loved thy gaudy hue, thy nice white tires so  
new; but now you're down and out for true, in  
every way. To thee, old rattle box, came many  
bumps and knocks; for thee I grieve. Badly  
thy top is torn, frayed are thy seats, and worn;  
he whooping cough affects thy horn, I do be-  
lieve. Thy perfume swells the breeze, while  
good folks choke and wheeze as we pass by.  
paid for thee a price 'twould buy a mansion  
wice; now everybody's yelling "Ice"—I won-  
der why? Thy motor has the grip, thy spark  
lug has the pip, and woe is thine. I, too,  
have suffered chills, ague and kindred ills, en-  
deavoring to pay my bills, since thou were mine.  
None is my bank roll now; no more 'twould  
hoke a cow, as once before. Yet, if I had the  
don, so help me, John—amen, I'd buy myself a  
car again, and speed some more.

## Boomerette

(FOR ALL BOWSER SALESMEN)

No. 1

Jan. 15, 1915

Several months ago in a certain village in the Middle West the proprietor of the largest general store in town refused to allow the display of certain new goods in the window for fear something might possibly get faded. The goods safely reposed in the store where sure darkness prevented their fading and where not even the eye of a customer might penetrate.

The day before this same proprietor and his chief clerk had a lot of fun at the expense of the village drunkard who was walking by the store in a heavy rain carrying a neatly folded umbrella. When asked why he was carrying it he made the following retort:

"'Twould get the umbrella wet".

The store keeper and his clerk could laugh at the reasoning of the poor drunkard but could see nothing wrong with their own foolishness.

We can almost always see the mistake of these fellows. So it is with some Bowser salesmen. THEY SPECIALIZE ON A SPECIALTY. They concentrate on the "Red Sentry," on the "Cut 95" or on the "Cut 301" and lose grand opportunities for selling many other splendid outfits in the line.

Resolve to work the whole line, boys. Never let an opportunity pass by. Some of you never work the drug store; others the private garage trade; others the paint oil proposition and others are as unfamiliar with the dry cleaners systems which we manufacture as if we did not sell such a line. Why not, in your own minds, assign a quota to each outfit and make the sales of this particular outfit help to support you.

Stick to this resolution throughout the year and see how quickly the honor of becoming a Pacemaker is realized.

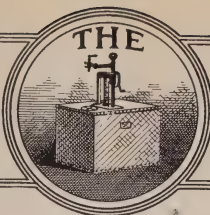
Yours very truly,

*Geo. A. Townsend*

Editor Boomer.







## CONVENTION NUMBER

### Features in This Number

<b>Address of Welcome</b>	- - - - -	<b>Mr. S. F. Bowser</b>
A Good Talk on Value of Character in the Salesman	- - - - -	Mr. A. Z. Polhamus
Our 1915 Line and Plans	- - - - -	Mr. S. B. Bechtel
Collections and Terms	- - - - -	Mr. C. A. Dunkelberg
Working Territory	- - - - -	Mr. E. H. Briggs

## Convention Gems

The time to make your election to the Pacemakers' Club is NOW.

Good ethics is good business, and there is no good business where there is no good ethics.

Efficiency and stability are both necessary to the success of any organization.

Three hundred absolutely efficient and reliable salesmen are better and more effective than five hundred inefficient and unreliable salesmen.

Honesty is the best policy in any business. Yes, even in our games and social life.

The man who wins business only through square dealing is the one who will be successful in the end.

It does not pay to deal dishonestly even with a thief.

The efforts of the earnest, reliable person are always appreciated.

Any transaction to be profitable must be mutually profitable to all concerned.

To be a big man you must be a well rounded man.

Development of the mind only to the neglect of the body does not make for the greatest efficiency, neither does development of the body to the neglect of the mind. Cultivate muscle, mind, in fact pay attention to the development of all the senses. Study yourself as a factory superintendent studies his plant. If you are not up to "snuff" in some department, bring that end of the business up to standard.

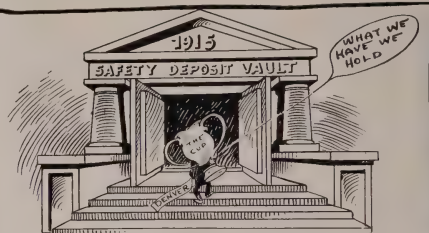
All selling is done on a basis of Confidence, at least to an appreciable extent.

# Outlook for 1915

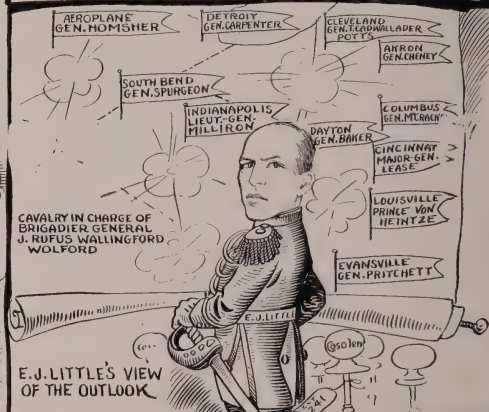
As Seen Through Pictures Suggested by the Branch Office Managers and District Superintendents.

These ten pictures are reproductions of letters written by each Branch Office Manager and District Superintendent. They vividly portray each one's individual optimistic outlook for the coming year. May their foresight be fulfilled by achievements at the close of 1915.

AS W.M. MANN SEES IT IN TEXAS



C.C. BARNET OF DENVER SUBMITTED THIS PICTURE OF CONFIDENCE

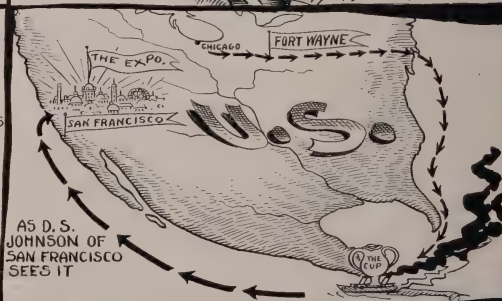


E.J. LITTLE'S VIEW OF THE OUTLOOK

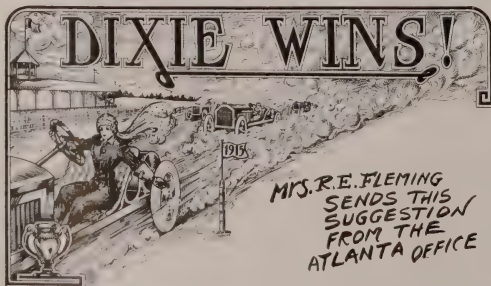
1915  
PROPHECY  
BY  
SAINT  
LOUIS



All the others go out and down. Hastings goes up and gets the Crown.



AS D. S. JOHNSON OF SAN FRANCISCO SEES IT



MRS. R.E. FLEMING SENDS THIS SUGGESTION FROM THE ATLANTA OFFICE

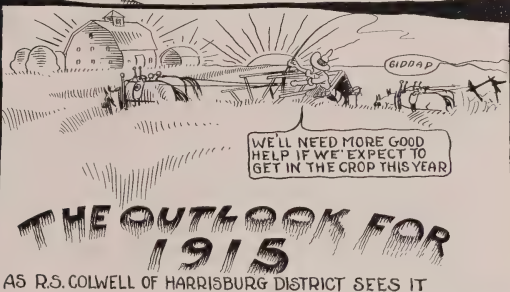
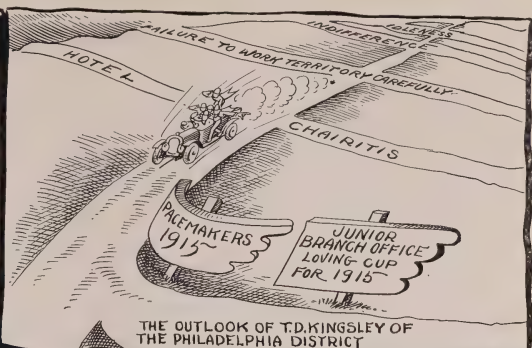
A.W. DORSCH SUBMITS HIS VIEWS OF THE PAST AND FUTURE AS SEEN FROM WASHINGTON, D.C.



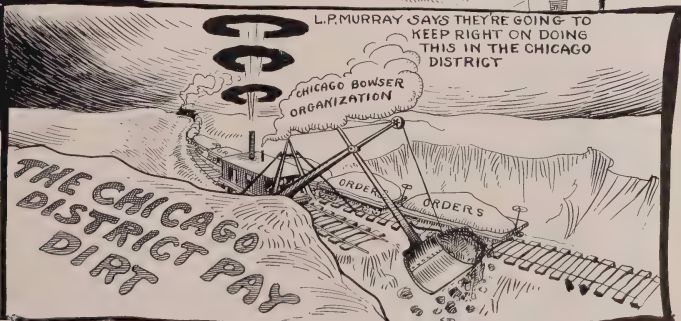
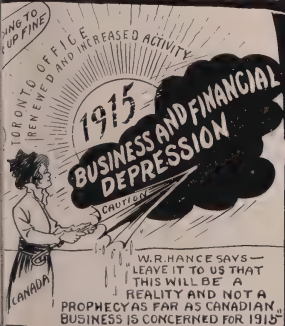
E. J. GALLMEYER SEES A NEW SIGN OF THE TIMES IN KENTUCKY



H. C. CARPENTER SENDS THIS PICTURE FROM NEW YORK



J. H. McCONNELL OF ALBANY SEES A BRIGHT OUTLOOK





# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY  
S. F. BOWSER & COMPANY

Edited by GEO. A. TOWNSEND

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS EMPLOYEES

JANUARY 15, 1915



## GET INTO THE BAND WAGON WHILE THE GETTING'S GOOD.

One thing that sticks in our "craw" since the Convention is what several of the boys told us about their last one or two weeks' work. One salesman in particular, closed over 100 points of business in the last week before December 19th. Why did he do this? First of all, he wanted to be a Pacemaker and he needed the business. Possibly he felt during the earlier part of the year that his election would be sure and easy. If so, he was mistaken. At least he needed about 110 points ten days before the closing date. In telling us about his getting this amount of business in so short a time, he said that he simply had to have it and he knew he was going to get it and went out on that basis. He had sold his prospects in his own mind before he saw them. He did not go at them with a clinched fist and say, "Here, I want this business and you sign up," but he went with a business proposition. Most of these prospects he had interviewed before. They were going to buy next year—February, March, April. He was, however, so thoroughly enthused with the idea of getting these points that he went out and brought them back.

Several of the boys said "I waited too long this year. Ran a little too close. Never again for me."

Now, boys, do not forget the year 1915 is before us with its possibilities of success, which are great. The outlook points to the best business year we have had in a long time, but with all that, there are prospects for failures. A bird in the hand is always worth two in the bush, and you cannot insure your election too soon. If you will just start out with the determination to elect yourself by May, as some of the boys went out in the last two weeks of the 1914 Contest with a determination to finish their 500 points before the 19th, you will be elected before the month of May is passed. You can do it, and you know you can.

## GOOD WILL.

"I would rather have this company right than to have it a greater financial success. I consider that the greatest success we can make is to have it said of us that we are right."

The above is an extract from the address of Mr. Henry B. Joy, President of the Packard Motor Car Company, the product of which is known the world over as having set the standard for high grade automobiles.

Now, Mr. Joy expressed a wonderfully clear thought in this statement and it is applicable to our own company. In conducting the Packard Motor Car Company along the lines of straightforward business principles, it has won for it the "good will" of its patrons. It is this "good will" which, next to the "esprit de corps" or spirit of co-operation, makes most for success in any organization.

Now, one of our basic rules of action is that we cannot buy the "good will" of the prospect. He can not sell "good will." It will not stay bought. It is as elusive as the "gas" from gasoline, or that indefinable something that moves the world—love.

If we do not deserve "good will" by reason of the quality of our goods, by the methods under which they are sold, by the service our organization renders, that "good will" upon which the company's success absolutely depends, will slip through our fingers and be forever lost.

Now, if we know and can prove that we are right, fair, equitable and sound in our principles, that our product is all that we represent it to be, we will ultimately get the prospect's "good will" and it will then belong to us. It will be ours by right of having won it fairly—by right of deserving it.



"Ole Marse Matrimony" certainly has been playing "hob" in the Dallas Office. We just heard the news that Mr. Eugene Chrone was married to Mrs. Curtis at San Antonio, the first week in December.

Now, when a man's married, we like to know something about it and not get this news from the "Nth" man. It is a little disconcerting to the editor and we don't know what to say. However, we know from Mr. Chrone's discriminating judgment in picking fine prospects that Mrs. Curtis must be a winner. At any rate, we congratulate you both on this venture.

## PERSONALS

We congratulate Mr. C. M. Timberlake, of the Atlanta District, on the order he secured January 7th. It was F. C. W. O. 19-A, 5-Bbl. capacity. On top of this order came another one for a 5-Bbl. "Red Sentry" with Metal Lined Hose and Lamp Attachment, F. C. W. O. This is "going some."

• • •

Tell me not in mournful numbers,  
That Hard Times are now at hand,  
Rouse ye from your slothful slumbers,  
Remember, you're of Bowser's Band.

(With apologies to Longfellow and all the other fellows.)

(Signed) R. E. F.

• • •

Salesman W. H. Coddington, of the St. Louis District, certainly has started the year right. He wired in a nice forty-two point order while Manager Hastings was here at the Convention. He promises to make his father "scratch gravel" to keep up with him this year.

• • •

We regret to advise that former Salesman R. E. Aiken, of the St. Louis District, is reported so seriously ill that he is not expected to live.

• • •

Recently, when Mr. N. L. Roberts was at the Lexington Office, the races were in full swing. On Derby day he thought he'd get a good look at what the race course was like, so ascended to the top of a fifteen story building and watched one of the races through field glasses. It was very interesting and Mr. Roberts was enlightened on the subject.

• • •

Our Mr. R. E. Clement, of the Chicago District, has been quite ill from tonsilitis and has finally had to have his tonsils taken out. They were in very bad condition and he is right now a pretty sick man, although, of course, not dangerously so.

Mr. Clement is a "live wire" and, as Mrs. Clement says, it has been like taming a lion to keep him in the house long enough to have a matter of this kind attended to.

During the banquet Mr. Bechtel read a telegram from Western Manager E. M. Savercool, regretting that he could not be present owing to pressure of business. It was most liberally applauded and immediately a motion was made that the Convention express through a committee their regret at his absence. The Convention did not seem to be quite complete without Mr. Savercool. In fact, there was a song written about him, which is as follows:

Has anybody here seen Savey?

Sa-v-ey,

Has Anybody here seen Savey?

Have you seen him smile?

Sure his eyes are red and his feelings blue,

And he's lost the cup, boo-hoo.

Has anybody here seen Savey, (from where)?

Savey from the Sunset Isle.

The committee appointed by Mr. Polhamus was Messrs. L. P. Murray, E. J. Little and W. R. Hance. They sent the following telegram:

E. M. Savercool, care S. F. Bowser & Co.,

Howard St., San Francisco, Cal.

The Pacemakers assembled tonight wish to express their sincere regret at your absence. Send their greetings and wish you health and prosperity during 1915.

(Signed) L. P. Murray, E. J. Little, W. R. Hance, Committee.

• • •

Mr. P. W. Lawther, of the Dallas District, relates a good story about Salesman C. M. Sigler's little girl.

During the Holidays she was on her father's lap. She looked up and said:

"How long are you going to stay home, papa?"

"I don't know, honey," he replied.

"Why not?"

"There, honey, run along to your mother—I've got to get my 'think tank' working on a business proposition."

"'Think tank'—does Bowser make them, too?"

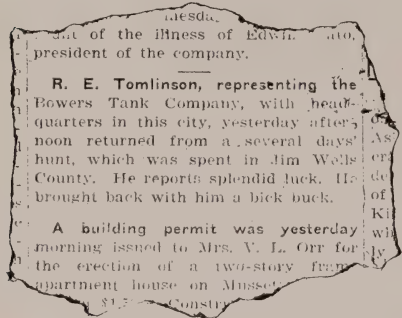
• • •

R. A. McDonald, who is working in West Virginia territory, has sent in three very nice orders the past week.

• • •

Salesman R. W. Maxey of the Atlanta District, sold on Saturday, December 5th, two 5-Bbl. "Red Sentries." "R. W." is a firm believer in working six days in the week the year round and results tell their own story.

At the Convention, Mr. R. E. Tomlinson stated to the editor that we had misnamed Mr. Ince as being a "mighty hunter." He admitted that Mr. Ince was a fine fisherman but as a hunter he took issue, and to substantiate his claims he produced a clipping taken from the Dallas paper, which is herewith reproduced:



If R. H. Sherlock goes after business like he goes after bowling it is no wonder he was a Pacemaker. True, he is short of stature, but when he gets into a pair of low-heeled athletic shoes he certainly is long on bowling.

R. L. Duncan of the Chicago District is an "all round" bowler too.

A. E. Darling may be some shark at billiards, but we believe he would make a better bowler. If he were to lie down and stretch out he could make a strike with his hands.

Guy Wolford and Potts were doing their best to "reduce" a little at the Bowling Alleys.

Mr. R. A. Ford, of the San Francisco District, made some New Year's resolutions and followed them up the next day by going out and selling a 10-Bbl. Cut 101 Outfit complete, "R. A.'s" out for an Office in the Pacemakers' Club this year. We've got our pencil ready, Roy, to write you up.

Mr. C. M. Timberlake, who has been one of Atlanta's steady producers since his connection with the Company last autumn, pulled across a nice order on the 7th for a 5-bbl. Cut 19-A, F. C. W. O. Pretty good starter, C. M., for the Pacemakers' Club in 1915.

Mr. M. L. Brown, Atlanta's "Live Oak," Florida salesman, is proving himself to be a live wire. He has just turned in an order for a 5-bbl. "Red Sentry" with 2 1-bbl. Cut 63's.

That's right, M. L., just keep on "doing things up brown" in that style and we will have another "Brownie" at the next Convention. We think this is one Brown whose goat hasn't been got.

Mr. C. E. Mills, a new recruit in the Rice Bird State, has started the year right with a 10-bbl. "Red Sentry" order. A good thing, Mr. Mills. Keep it up.

One notable thing about the Convention was the spirit in which everyone received and listened to the talks on the various subjects. Every session of the Convention was well attended and the speakers were listened to with a great degree of attention and sincerity. Each talk on the program rang true and was filled with good things that will certainly mean a help to the ones who were there. Those present seemed to be in the frame of mind as Mr. Bowser suggested, "with every window of their intellect open to receive any knowledge that might help for business."

Mr. R. E. Tomlinson, who covers territory in Texas, recently had a very pleasant trip. Nit! When he was making a cross-country drive of about 180 miles to call on a store he got stuck out about 35 miles in the country and was forced to stay over night at a Mexican home. I believe they call it home. There was however, one consolation in the over night visit, for it wasn't lonesome. In the two rooms of which the house consisted, there were four Mexican men, seven women, twenty-two children, three billy goats, three burrows and several dogs. Surely, a happy family!

G. W. Allen, of the Chicago District, has a baby boy, born January 3rd. Congratulations "G. W."

Some of the salesmen reported that there was no business to be had during the Holiday week, but—

J. T. Gibbons, Washington City salesman, closed an order, full cash with the order, on Christmas Day, one on the following Saturday, and on on New Year's Day, besides other day during the Holiday week between Christmas and New Year's, amounting to approximate 35 points.



Mr. Gibbons has been with us only a short time, but he has demonstrated his ability as a high grade Specialty salesman, and promises to continue to close a good business and become the Director of the Washington District. We wish to congratulate Mr. Gibbons on the good business secured by him to date, and certainly will expect him to live up to his word.

• • •

It is very gratifying to us to welcome our old friend, Alexander Curry, back on the sales force.

Mr. Curry is one of the first salesmen that ever carried the grip for the Bowser Company, and after being away a number of years, is now back on his old ground working under the Washington Office. Mr. Curry has proven himself in the old days to be a salesman of ability, and we are indeed glad to have him back in the fold again. He has had considerable experience in the old days, and although 69 years of age, he is still full of "pep" and expects to make some of you young fellows sit up and take notice. Here's wishing the grand old man of the Washington District continued success.

• • •

### SPARKS FROM CONVENTION SPEAKERS.

Man is the best that God ever made.

When we buy lumber or other material we see that it is right before it is accepted. Why not pay as much attention to what constitutes our own lives.

If you do not think enough of yourself to take the best care of yourself, no one else will.

The man who has no respect for himself cannot expect others to respect him.

No man is so wise or so well educated that he cannot learn from others.

A great many men are so foolish that they cannot learn from others.

Open every window of your life for the good things that may come your way.

A man who is closed to all outward influences does not progress.

The dazzling stars across the restaurant table are usually twinkling for everything but your own good.

### VOLUME STANDING OF FORTY HIGH MEN

Volume of Business—Ending Dec. 31, 1914

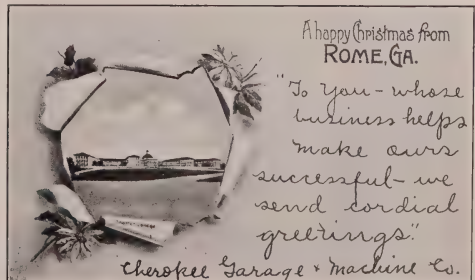
#### SALESMAN'S NAME

#### OFFICE

1—W. V. Crandall	San Francisco
2—R. T. Lawrence	Chicago
3—J. H. Armstrong	Eng. Sales
4—N. Mattingly	Denver
5—R. G. Fisher	Denver
6—G. W. Scott	New York
7—M. C. Benham	Chicago
8—K. F. Hessenmueller	Harrisburg
9—R. S. Johnson	Eng. Sales
10—G. H. Reuben	San Francisco
11—E. L. Milliron	Eng. Sales
12—R. D. Leonard	Harrisburg
13—E. B. Bachman	Atlanta
14—T. C. Potts	Fort Wayne
15—H. F. Babbitt	Eng. Sales
16—N. Paquette	Toronto
17—B. A. Deffler	Chicago
18—C. M. Carpenter	Fort Wayne
19—L. F. Greer	Chicago
20—E. F. Klotz	San Francisco
21—H. A. Vortigern	Philadelphia
22—H. A. Leonard	Chicago
23—R. W. Jewel	Denver
24—J. J. Manning	Chicago
25—L. H. Lahon	San Francisco
26—S. A. Collins	Albany
27—A. G. Hartgen	Harrisburg
28—J. Ward	Chicago
29—F. H. Peeples	New York
30—R. H. Sherlock	Chicago
31—C. R. Eggleston	Albany
32—J. G. Roberts	Albany
33—D. W. McConnell	Albany
34—R. Coddington	Denver
35—W. C. Smith	San Francisco
36—N. A. Ring	Albany
37—C. B. Evans	St. Louis
38—J. J. Connelly	Toronto
39—R. E. Hawkins	Fort Wayne
40—J. M. Prigg	Harrisburg

• • •

### A CARD FROM AN APPECIATIVE CUSTOMER.



# The Best Ever

**The Third Annual Convention of the 1914 Pacemakers' Club of S. F. Bowser & Company, Inc., Fort Wayne, Indiana, January 4th to 9th, 1915, is Now History—It Was as Near 100 per cent Efficient as Is Humanly Possible to Make an Affair of This Kind.**

As a boy you will remember looking into a kaleidoscope and noting the different forms, patterns and designs as you gave it a turn or two. Each one of these patterns or designs was geometrically correct and yet wholly different from anything you had previously seen. So the Third Annual Convention of the 1914 Pacemakers' Club was each day different from the day preceding, yet the Convention as a whole formed a wonderful pattern of human efficiency.

It is hardly possible for us to present all of the happenings at the Convention as each moment was filled to the utmost and time and space would not permit. However, it is our idea to give you the best talks obtainable and in later issues of the Boomer give you the sales talks and demonstrations that were made so that the entire organization may get the full benefit of this wonderful meeting that has just been concluded.

Although this was a Convention of the Pacemakers, what occurred here is as much for the benefit of those who were not Pacemakers as for those that were here. In order, however, to get this to all, it is necessary to reproduce it in print. In so doing we always lose that personal contact and more or less of the enthusiasm and interest that is aroused when we are face to face in a heart-to-heart talk. However, we are satisfied that you will bear with us in this shortcoming and endeavor to read between the lines and secure from the information we print, the message that we want to carry to you.

The following is the program in detail:

## MONDAY, JANUARY 4th.

2:30 P. M.

Meeting of Officers and Directors of Pacemaker Club.

In Club House.

(Given on Page 45 of this Boomer)

7:30 P. M.

Banquet to Officers and Directors of Pacemaker Club.

Anthony Hotel.

(Picture reproduced on insert and brief description given on page 46 of this issue.)

## TUESDAY, JANUARY 5th.

MORNING

9:00 A. M.—5:00 P. M.

Register, visit factory and get acquainted.

EVENING

7:30 P. M.

Reception to Pacemakers and wives.

Anthony Hotel.

(Mentioned on page 46 this issue)

## WEDNESDAY, JANUARY 6th.

MORNING SESSION.

9:30 A. M.

Opening Exercises.

Address of Welcome,

S. F. Bowser, President.

(Reproduced on pages 47 to 52 this issue)

Response for the Club,

G. H. Reuben, San Francisco.

(Reproduced on page 53 this issue)

Address,

A. Z. Polhamus, Chairman

Executive Board.

(Reproduced on pages 54 to 56 this issue)

11:00 A. M. to 12:00 M. Sales Talks and Demonstrations.

Store Line—Mr. Rodman and Mr. Gallmeyer.

Paint Oil Line—Mr. Hance and Mr. C. M. Carpenter.

Dry Cleaners' Line—Mr. Evans and Mr. Walker.

AFTERNOON SESSION.

2:00 P. M.

Plans for 1915—

S. B. Bechtel, General Manager.

(Reproduced on pages 56 to 59 this issue)

EVENING SESSION.

7:30 P. M.

Majestic Theatre.

Musical Half Hour,

Orchestra.

Vocalists—

Mrs. Edith Nichol Baible, Soprano.

Mr. Earle Thompson, Baritone.

Lecture—"Old Lim Jucklin."

Mr. Opie Read.

(Mentioned on page 60 this issue)

## THURSDAY, JANUARY 7th.

MORNING SESSION.

9:30 A. M.

Plans for 1915 Continued—

W. G. Zahrt, Assistant General Manager.

11:00 A. M. to 12:00 M. Sales Talks and Demonstrations.

Store Line—Mr. Rodman and Mr. Gallmeyer.

Paint Oil Line—Mr. Hance and Mr. C. M. Carpenter.

Dry Cleaners' Line—Mr. Evans and Mr. Walker.

## AFTERNOON SESSION.

2:00 P. M.

Paper—"The Bowser Sales Proposition,"

E. J. Little, District Manager

Fort Wayne.

(Reproduced on pages 60 to 65 this issue)

Lecture—"The Five Steps in every sale and how to Take them and Make them," by Dr. Stanley L. Krebs, President American Institute, Philadelphia, Pa.

Application to Bowser sales—Questions answered by Dr. Krebs.

(Mentioned on page 66 this issue)

## EVENING SESSION.

OPEN.

Sports, Social Time, Reminiscences, Games, etc.

(See Special Information and Instruction Sheet)

(Mentioned on page 53 this issue)

FRIDAY, JANUARY 8th.

## MORNING SESSION.

9:30 A. M.

Address—Working Territory,

E. H. Briggs, Sales Manager.

(Reproduced on pages 67 to 71 this issue)

Address—Terms and Collections,

C. A. Dunkelberg, Treasurer.

(Reproduced on pages 80 to 83 this issue)

11:00 A. M. to 12:00 M. Sales Talks and Demonstrations.

Store Line—Mr. Rodman and Mr. Gallmeyer.

Paint Oil Line—Mr. Hance and Mr. C. M. Carpenter.

Dry Cleaners' Line—Mr. Evans and Mr. Walker.

## AFTERNOON SESSION.

2:00 P. M.

Talk—

A. Z. Polhamus, Chairman Executive Board.

(Reproduced on pages 72 to 74 this issue)

Closing Address,

S. F. Bowser, President.

(Reproduced on pages 75 to 76 this issue)

## EVENING SESSION.

7:30 P. M.

Informal Reception on Mezzonine Floor,  
Hotel Anthony.

8:00 P. M.

Anthony Hotel—Banquet to Pacemakers.

(Mentioned on pages 76 to 80 this issue)

SATURDAY, JANUARY 9th.

8:00 A. M.—On the Way.

SUNDAY, JANUARY 10th.

8:00 A. M.—Home.

10:30 A. M.—Church.

MONDAY, JANUARY 11th.

7:00 A. M.—On the Territory.

MEETING OF THE OFFICERS AND DIRECTORS OF THE PACEMAKERS' CLUB AT THE CLUBHOUSE, FORT WAYNE, INDIANA, JAN. 4TH, 2:30 P. M.

Mr. C. M. Carpenter, of Albany, was appointed Temporary Chairman.

Roll Call:

**PRESENT.**  
**Executives.**

M. C. Benham, President.....Chicago  
W. V. Crandall, Vice-President.....San Francisco  
G. H. Reuben, Secretary.....San Francisco  
E. B. Bachman, Treasurer.....Atlanta

**Directors.**

C. M. Carpenter.....Albany  
B. A. Deffler.....Chicago  
N. Mattingly.....Denver  
J. H. Armstrong.....Eng. Sales  
T. C. Potts.....Fort Wayne  
R. D. Leonard.....Harrisburg  
G. W. Reubens.....New York  
W. A. Lee.....St. Louis  
W. C. Smith.....San Francisco  
N. Paquette.....Toronto  
G. P. Stovall.....Washington

**ABSENT.**

M. Bedingfield.....Atlanta  
W. W. Ince.....Dallas  
H. A. Vortigern.....Philadelphia

After reorganization Mr. G. A. Townsend, Corresponding Secretary, was appointed permanent Chairman. Mr. Townsend read the financial report, which was made a part of his minutes, and is as follows:

Pacemakers' Club. December 31st, 1914.

In account with S. F. BOWSER & CO., Inc.  
Fort Wayne, Indiana.

Month.	Dr.	Cr.
May 7. Balance from C. H. Davies .....		\$128.85
Aug. 11. Flowers—Spurgeon .....	\$5.25	
Sept. 16. S. D. Stoddard, check .....		1.00
Sept. 22. G. H. Reuben, check .....		10.00
Sept. 28. W. V. Crandall, check .....		1.00
Oct. 1. E. F. Klotz, check .....		1.00
Nov. 18. Geo. M. Gaughy, Inc., 11-3-14, Mrs. Moffatt .....	25.00	
Nov. 28. N. Mattingly, check .....		1.00
Nov. 28. R. G. Fisher, check .....		1.00
Nov. 28. R. W. Jewell, check .....		1.00
Dec. 7. Potted Flower to C. M. Carpenter .....	3.00	
Dec. 16. R. Coddington, check .....		1.00
Dec. 31. Flowers—W. Y. Robertson .....	12.00	
Dec. 31. Balance .....	100.60	
	<u>\$145.85</u>	<u>\$145.85</u>
Dec. 31. Balance .....		\$100.60



It was moved and seconded that out of the balance of \$100.60, \$100.00 be appropriated to purchase for the Club, in the Club's name, one share of Bowser Preferred Stock.

It was moved and seconded that the Directors of each District collect from the members of that District \$1.00 for 1915 Club Dues, and turn them over to Mr. Townsend for attention.

It was moved and seconded that each of the Club Members contribute to the columns of the Boomer as often as they possibly can and encourage the other members in the organization to do likewise.

It was moved and seconded that Mr. T. C. Potts, of the Fort Wayne Delegation, be appointed as a Committee of one to investigate the banquet to be held by the ladies at the Anthony Hotel, Friday night, and purchase for them, out of his own pocket, a suitable bouquet of flowers. There was one dissenting vote in passing this resolution.

It was moved and seconded that the Corresponding Secretary notify those Directors who were not present, of the action taken and keep all the members informed of what has transpired.

The meeting then adjourned subject to call of President Benham.

Approved.

George H. Reuben, Secretary.

(Signed)

George A. Townsend, Cor. Secretary.



### THE FIRST BANQUET OF THE WEEK

The Company's Entertainment to the Officers and Directors of the Pacemakers' Club at the Hotel Anthony, Monday Evening, January 4th.

In the main dining hall of the Hotel Anthony, the Officers and Directors of the Pacemakers' Club were banqueted by the Executives of the company, together with the Special Men who were present and helped entertain the visiting Pacemakers. The banquet was exceptionally well conceived and Mr. C. A. Dunkelberg is to be congratulated on his forethought in planning it. As Mr. Beehtel said at the banquet, he could not help but wonder at the versatility of our Treasurer. Not only was he an exceptional financier, but he was a royal entertainer, and when stumped to play the violin, got up and gave a creditable performance on the instrument.

This banquet "broke the ice" and enabled all to become well acquainted with each other.

During the evening there was excellent music and a few interesting talks. Mr. Bowser was in fine fettle and all of us who were present felt the thrill of his welcome as he spoke to us.

Mr. A. Z. Polhamus spoke in his usual vein and held the affectionate interest of all who heard him. He is surely "one grand man" in the organization.

Mr. C. A. Dunkelberg told some very amusing stories, but time, space, etc., will not permit us reproducing them here.

Mr. Beehtel spoke in his usual style and gave those present a whole-hearted endorsement to all that Mr. Bowser had previously said.

At the conclusion of the banquet all present adjourned to the lobby where they visited with incoming Pacemakers until late at night.

The following is the menu as it was served:

CELERY	OLIVES	RADISHES
	SALTED ALMONDS	
	GRAPE FRUIT COCKTAIL	
	MOCK TURTLE, OLD SHERRY	
BAKED WHITE FISH	JULIENNE POTATOES	
	ROAST ENGLISH BIRD (GARN.)	
	MASHED POTATOES	
	ASPARAGUS TIPS, DRAWN BUTTER	
HEAD LETTUCE	FRENCH DRESSING	
MINCE PIE	PUMPKIN PIE	
ASSORTED CAKE	NEW YORK ICE CREAM	
	COFFEE	
	• • •	

### RECEPTION TO PACEMAKERS' WIVES.

This Was the Real "Getting Together" of the Entire Organization—The Balcony at the Hotel Anthony Was Taxed to the Limit to Accommodate Those Present.

It would be useless for the editor to attempt to tell you what a beautiful effect the presence of the ladies gave to this reception. They entered right into the spirit of the occasion and when someone started the song "It's a Long, Long Way to Tipperary" and Mr. S. F. Bowser started to march around the balcony everyone fell in line back of him and joined in the chorus with a vim. From that time on everyone knew each other and the reception was the most successful that has ever been held.

There was a fine collation served and an excellent orchestra furnished music during the evening.

## Mr. S. F. Bowser's Address of Welcome To the 1914 Pacemakers' Club

Gentlemen, this is a great pleasure. It is a great pleasure to look into your faces. Since the last time we met, what has happened and where have you been? What has been going on? As I think of it I can see, as it were, the dust raising from Ocean to Ocean and from the Lakes to the Gulf, and then some. I can see a smoke in London and a little dust even there.

### In Memoriam.

However, before going further, I want to pay our respects to the two that are not here today; our Mr. W. Y. Robertson, of Canada, has fallen—I believe with tuberculosis, probably six weeks ago. I am sure that his loved ones have our deepest sympathy, our prayers and our well wishes.

Also our friend, Mr. Frank Mulligan, whom many of you met while you were here. Mr. Frank Mulligan, together with our Mr. Allen A. Bowser was our periscope, or eyes, in our inventive department. He had been afflicted some two years with slight paralysis—what the doctors term as creeping paralysis—and about three months ago he went to his reward.

All of us who knew Mr. Mulligan are better for having known him; a man of superior intellect; a genius in figures, a man who could walk through the heavens and talk about the stars as you and I talk about a big city. Then he could go into our factory and solve any problem that was to be solved—he would solve it to the minutest fraction. We were pleased to close down the factory the day of his funeral, and the boys turned out and marched from his home to the Scottish Rite Cathedral, he being a thirty-second degree Mason. He was buried with the honors of the lodge.

Then most of you remember Mr. Ed Ettinger,

of Angola. He worked under the Chicago District and was, I believe, the oldest man in point of service in our employ. I think so. I guess it lies between him and Jim Runyan. He was with us all these years until a few months ago.



E. C. Ettinger

A better man morally never carried a grip for us. He was a man revered and respected by all who knew him. We miss him, we appreciated him as we do all of our dear friends who are separated from us only to carry the grip and do their part, while we are doing ours. We miss him and we know that all remember his loved ones with profoundest respect and sympathy.

Mr. Dunkelberg called our attention to Mr. F. L. Jones, possibly the heaviest man outside of our German friend Knoche. He was one of our good friends and was a man whom we would always remember for his size, his splendid face, his good heart.



F. L. Jones

I always liked Lee Jones. He got a better job—at least he was not with us when he died. He sent his regrets when he left us and he was separated from our organization only a few months when he passed on. I am sure that all of you who remember Mr. Jones have the kindest recollection of his acquaintance. I believe these are all who have been called away.



A. E. Moffatt

We have also had a few accidents—Mr. Klotz, Mr. Carpenter and Mr. Moffatt, of whom you have read in the Boomer. I am glad to see Mr. Moffatt with us this morning. I want to say he has our deep, heartfelt sympathy in this his bereavement and his reverse.



E. F. Klotz



C. M. Carpenter

May God bless him. He has our heartiest sympathy and well wishes. We hope he will soon be his own self again. I am very pleased to know he is here and that he has fared as well as he has.



Frank Mulligan



MR. S. F. BOWSER, President  
Resting in his home after a day at the Convention.

### Bowser Puts the Dust in Industry.

Now, gentlemen, coming back again to the subject proper of the Address of Welcome. As I said before, you have been raising the dust from Ocean to Ocean and from the Lakes to the Gulf, and you are back with us again. We are glad of it. We have been looking forward to your return, absolutely counting the days as it were getting ready. Only so many days left until our friends will return to us and we commenced quite awhile ago to clean up—to brush up this room. I think you will agree with me it has been touched up a little. Go where you will, you will see where we have cleaned up for our friends who are here from the East, West, North and South to pay us a visit. You are here and right in the midst, as

it were. There is only one minute that will be better than this, and that is when Mr. Dunkelberg is shelling out. (Mr. Dunkelberg:—“That will be another case of ‘cleaning up.’”)

### Our New Line and the Men Who Devised It.

Since you have gone away, we have been thinking, working, studying and maneuvering and making things better, if possible. Aside from all the cleaning up and getting ready for you, the real fact of the matter is that it was ordered before you left last year.

We have a sprinkler system, boys, that commenced last year really before you were gone. Allen A., and Mr. Mulligan and the men in that department were figuring on the develop-



ment of the new line I am going to speak of later. It was early in the year, knowing as we did that Mr. Mulligan must sooner or later



MR. ALLAN A. BOWSER,  
1st Vice-President

give up, and as Mr. Mulligan's efficiency was very much impaired, we got a man by the name of Sherwood Hinds, a man of splendid repute, a man who has evidenced and demonstrated since he has come with us that he is a man among the very few high-grade men that there are in this country.

gallon pump. It is a work of art. It is a machine that will not be imitated very soon. It was a man's job. It is a piece of machinery and workmanship that any institution in the United States could be proud of and would do well to produce with the accuracy and durability that that has.

Gentlemen, let me say just this to you. We have been in business thirty years and I want to speak of the scarceness of men who can do things. We were in business twenty years, yes, a little over that, when Allen A. came to me one day and said:

"I just simply have got more than I can eat, and I don't know of any man that I can get who will be a help to me, who can suggest, can do things, outside of Mr. Mulligan."

We did not know where Mr. Mulligan was at the time, but Mr. Knoche was going to Chicago and got his address over near Cleveland. I wrote there. To make a long story short, it was probably six years New Year's morning I was at the Hotel Algonquin to meet him and make arrangements. He helped us until we were afflicted with paralysis.

Allen A. then looked for another man. He did not know of another man. Then he went to Toledo to a very high-grade concern, whose resident's name was Hinds also. He told him of this Mr. Hinds, whom he would have loved to have with him, but he was worth more money than he could afford to pay him. We got in touch with him and, to make a long story short, he is with us today.

In the thirty years we have been in business these are the only two men that Allen A. has ever mentioned who could be of substantial help to us. Please let me say if you get down into the heart of things in these factories and in the biggest of them you could count on your fingers the men who are there and who do things. Lots of fellows can follow up and do things pretty well after they are marked out, but there are a mighty few who know.

As to Mr. Hinds, Mr. Mulligan's successor, as is always the case, no two men of you sell



Sherwood Hinds

goods alike and no two men do things just alike, and Mr. Hinds differs from Mr. Mulligan. In some ways we like him a little better than Mr. Mulligan, and in some ways we liked Mr. Mulligan better than Mr. Hinds. They both have a seat in the front row.

Mr. Hinds is a man who needs no apology for his work, and he, together with Allen A., are the very head and peak of this business as far as bringing into existence this splendid brought-together machinery that you are selling.

Now, then, so much for the 5 gallon pump and its kindred appliances. We have spent a great deal of time on the matter. We have a meter—we call it registering measure—and we had a very good one, but I am glad to tell you that while the present one has to have about 6' of head to run, they right now have one on the blocks that will run and only quit running at 9' It cannot start at 9', but can run commercially on 18"—easily on **two feet**. They are expecting great things from it in due time. We want you to see it. We want you to know what is going on. We want you to see what we can do.

You see where the dry cleaning outfit is built as you go through the factory. Go and look at it. See what we have got to sell. See how it is made, finished, etc. Everything has a finish to it and is brought together in a commercial condition—in condition to put on the market anywhere.



MR. H. J. GROSVENOR,  
Factory Manager

I don't see the goods so much—probably seldom. We don't put them up here. I was



J. W. Runyan

down in Dallas, Texas, and I saw quite a good outfit put up there. Mr. Rodman and I went out to look at it. It was in the plant of Mr. Neff and Mr. Heinen, both old Bowser salesmen. They are now in the dry cleaning business. I was really interested to see how things were working.

### What One of Our Lines Alone Would Do.

Here is the Oil Filtration System that is becoming quite a factor with us, and the boys say we could run this great plant on that one item alone if the manufacturers of this coun-



"MY COTTAGE BURNED UP AND MY GARAGE DOWN AT THE LAKE."

try knew the value of. They would all want it. It is great. We are getting out bulletins and are going to have men take on this line to increase the sale of this wonderful thing for cleaning oil and instead of using a barrel of oil a month, make it do a year. It is used over and over again. The oil in eight, nine and ten months is just as good as the day you started in.

These are things we are making and have this year more than in other years of our existence brought to perfection. We have never since we have been in business had things in as fine a shape for business as we have today.

Never was the managing force in better health. From 1896 to 1900 what I did I did by main force. And, in 1900, while I was in Chicago on the street my nerves gave out as I was crossing Madison street on the west side of the street. From a brisk walk I came up just this—stiff-legged and stiff-armed. I stood for a moment and then "keeled" over on the sidewalk. There was a big crowd on the street. I expected to die right on the sidewalk. Nothing serious, however, happened and after a bit I got up and went into a drug store. I am not over it yet entirely, but I am pretty good. I was "hobbled" for eight or nine years.

I got a stone-bruise in my heel and then I could never think of going anywhere until I consulted my stone-bruise. I bought shoes in Chicago, in New York and here and I paid anywhere from six to eighteen dollars a pair for them to relieve my trouble, but I could not get rid of it until 1912.

In London I was in one of those omnibuses. I saw a motorcycle with a side basket arrangement. They looked good to me. "Dunk" bought a horse and it improved his looks. "Dunk" rode it here in the woods and one day

fell off the horse and his foot stuck in his stirrup and his head just missed a stump. "Dunk" is glad it missed. I said:

"No horse for mine. I don't want a horse and don't want a motorcycle without a side wheel."

The next thing was to get a motorcycle and take a run to Polhamus' before breakfast. I got home, and in Chicago they had one machine that I wanted, and I bought it, just as I said I would in London. I was riding up and down the streets and took my wife over to Johnson's; took "Hugh" for a ride and took my older brother for a ride. One day I met Tom DeVilbiss' daughter and said:

"Come in, Bessie, and take a ride."

"We went down Holton Avenue. When I came to I was in my night clothes, about one and a half hours afterward. The next morning when I got out my stone-bruise was gone, and it has all gone but about 10 per cent—just a little tinge.

### The Disastrous Fire at Winona Lake.

Early last spring my cottage burned up and my garage down at the lake. I consulted the contractor and by dint of hard work succeeded in having the new cottage all ready for the summer's outing. I lost 17½ pounds, but finished the job, and I hardly know now on which heel was the stone-bruise.

I pulled myself together. I was ready to start in the first of July to enjoy our cottage. I have never been anywhere's near as comfortable as I have been since that time. The dear Lord, in peculiar ways, works his wonders to perform.

We were never in such good shape. The boys are all in good health. Allen A., Mr. Grosvenor and the other men in charge of the factory have all worked to one end in getting the factory in as good health and healthy condition as they can.

"I COULD NEVER THINK OF GOING ANYWHERE UNTIL I HAD CONSULTED MY STONE-BRUISE"



We have better machinery today. You can buy a machine and it is like buying a horse; what are you going to do with it? You must buy the harness, saddle and whip. That's what we do with machinery; we have to buy jigs. We have splendid machines and a fair amount of jigs to work on these machines.

As you go down through the shop you find a tremendous machine over to the left. It cost \$5,000/00, weighs about 100,000 pounds. It does wonderful work in truing up our pump heads. There is absolutely no wobble to anything. On the right hand side you see seven beautiful drills. One of them is one that we did have and we purchased six others.

We put a lot of lathes out of commission because in the lathes you squeeze your work hard, so that it will stay where you put it. One man will be much more accurate than the other fellow. Therefore, if you have six lathes you

have about six different kinds of work. We had 16 or more lathes. Allen A. got on to the notion of operating these automatic drills, and they got them jugged up in pretty good shape. What happens? They take a piece of work for these drills and lay it there; just drop it in tight enough to keep it from turning and your machine cuts down just to the one-thousandeth part of an inch. It jumps out of its own accord. Therefore, you see, you can make 100 pieces and every one is just alike. He jugged them up and made quite a number of pieces. It is wonderful how you can work if you have the jigs to hold them.

We are going to fix up six more just like them, and when you come back next year you will find twelve in one row. Therefore, you are getting work now such as was never turned out in the shop before.

That is what you will see next year, twelve. I have told you of the importance of the drill presses and the jigs we are making right now and bringing together. But it will be some time however before all of the jigs are made, but we have got a great many of them now. For the parts that we have it requires an immense amount of these jigs.

### Our Selling End of the Business.

That is on the making end of the business. On the selling end of it we have, as you know, goods that we have carried for the last number of years—some of them probably 20 years without very much change. We have been adding the best that we knew ever since. We have always added until we have now a large and varied line, so much so that our warehouse facilities were taxed until we contemplated building a new warehouse.

We hope every one has been in our warehouse. It is a building 150x290.

We know it is big. We went through our catalogs and looked over the matter and expect to eliminate, and have eliminated, a great number of these different makes. We have eliminated 12. We have been working off the surplus to the very best of our ability so as to have goods of a high-grade line—this fine, superb mechanism.

I don't believe that many of you go into the stock room. I do wish that all of you would go into the stock room; up for 20' so many shelves and pigeon holes and drawers for a length of over 200' You wonder that they can keep track of this. Everything is marked and you ask for anything, you get it.

Our stock room is one of the most interesting things that you can go into about this whole plant, and it is great. I think we use something like seven tons of castings a day and a ton or more of brass.

If you were living where I do and see wagon loads coming by every morning loaded up with castings you would wonder where in the world they went. It is just a few days ago I saw a big load go by and I asked how many pounds he had. He said 11,000 pounds; on one load.

So you must know that we have got to have a warehouse to take care of these things. Therefore, the line will be reduced and you will have a high-grade line to handle the coming year.

Our shop throughout has been adjusted to the needs. You will see where we have our dinner. By the way, I hope to see every man have his dinner there. That was our pattern shop, and we have just transferred the pattern shop to the other end of the factory, and this little room where we eat and that little room divided by muslin will all be put in one and will be given to the painting of the 5 gallon pumps. We need the room.

The other rooms we have adjusted so as to be just as good for pattern making. Our engine room, I wish you would visit it. We have a sprinkling system. We have 55 pounds of pressure all the time. The city was kind enough to

give us a 12 inch main right into our engine room, and our pump must always be in order, and according to insurance regulations we must never have less than 50 pounds of steam, and that pump will give us 1,000 gallons per minute under 150 pounds pressure. That is why we save just about \$1,000.00 a month on our insurance.





That tank out there holds 50,000 gallons. That will run us for 50 minutes in the discharge of 1,000 gallons per minute. That will



give us abundance of time to get our pump in shape. These are the improvements we have put in—the prominent things we have done.

Many other additions have been made and we are now in splendid shape to make square tanks so we can corrugate the sides, and thus relieve ourselves from putting in angles.

I want you to see all of these things and to go through the factory from top to bottom—through the printing office, the warehouse and stock room. It will do you good. You will know what kind of backing you have as you go out to sell.

### Outlook for 1915.

I don't know of anything else to tell you. I do hope that every point will be touched upon—that you will go away as at previous conventions, better equipped, and I know that we are able to deliver the goods as never before.

The past year has been fairly satisfactory. I told you last year what we expected to do and what we did do the forepart of the year, but things changed, owing to the change in the government. Dunk's party got in power and things were going to the bowbows, and the war came on and helped them out. We are paying a war tax. Where in the world is our war?

Things are not as good as they were. I don't know what to say to you, but if you fellows are telling me the truth, and you got the right steer, while it is not right here, yet it is like the rainbow, just a little farther ahead, and I will drive the peg on what you tell me, that our business this year exceeds four million dollars.

I don't feel that business is lying around loose. If you get it you must work for it mighty hard. From what the papers say it will be better thirty days from now—as the sunshine of the spring comes on business will resume.

I read this morning Mr. Edison said that we would have a wonderful prosperity.



These men are not dreamers, and you fellows are not dreamers, and from what you say things are going to pick up, and the Officers of

the Pacemakers' Club are going to be rearranged, or else a lot of fellows have been giving me a bum steer.

Never did we have a gathering where our men were as enthusiastic as at this time. I don't know how much of it is coming to pass. I don't look for much increase of business this month. We told the boys in the shop we were going to run full time until April 1st. I told them at that time I hoped that our business would warrant our continuing that schedule. I hope to put on more men April 1st. I have a confident feeling it will be a fact. I hope you will clean out our warehouse and we will have to say:

“Hurry up, Mr. Grosvenor.” It has been some little time since we have had a chance to push him.”

It is up to you. Step lively and get the business.

### In Conclusion.

Now, gentlemen, I thank you for your attention and I hope that I have told you some things that are of interest. It is a great pleasure for me to have you with us—we enjoy your presence here—have a good time and may the Lord bless our coming together. May his blessing rest with us as it did before.

### A “RED SENTRY” WELL GUARDED



A friend of Salesman W. T. Lawrence, of the Chicago District, sent the above photograph to him without any explanation as to the identity of the fair guard. His interest is excited, and as he knows where the “Red Sentry” was located the next time he is in that town it is his intention to find out who she is.

# Response for the Club

By Mr. G. H. Reuben of the San Francisco District

Mr. Bowser and Officers of the Company:

I know of no more pleasant duty of which I have been the recipient in the year that has closed, than the one now imposed upon me—the pleasure of responding to the Address of Welcome to the Pacemakers' Club.



MR. G. H. REUBEN,  
San Francisco Dist.

We have listened patiently and attentively to the expression of gratitude and welcome from the Master Workman. Its genuine ring and touching sentiment appeals to the best there is in us and we respect all the more Mr. Bowser, the President. But we honor to the fullest Mr. Bowser, the man.

Alexander, of Macedon, has left a saying behind him which survived his conquests. He said, "Nothing was nobler than work." Through your labor it has been possible for each and everyone of your great company to earn a livelihood for many years. Through your labor it has been made possible for joy, happiness and gladness to visit the firesides of many—an achievement, sir, of which you might well be proud. You have labored and through your labor your genius owes the best and proudest of her achievements.

For what is there glorious in the world that is not the product of labor, either of the mind or of the body? What is history but its record? What are the treasures of genius and art but its work? What are cultivated fields but their toil? The busy marts, the rising cities, the enriched empires of the world are but the great "treasure houses" of labor. The pyramids of Egypt, the castles and towers and temples of Europe, the buried cities of Italy and Mexico, the canals and railroads of Christendom are but tracks all around the world of the mighty footsteps of labor.

Permit me to say, sir, that without it, antiquity would not have been. Without it there could be no memory of the past and no hope for the future. Let me say to you in the words of the great Roman, "Man never so closely approaches the Deity as when he is conferring benefaction on mankind." Man's great function is labor—his peculiar distinction and his privilege. Thus it was that Demosthenes, clause by clause, sentence by sentence, elaborated to the uttermost his immortal orations. Thus it was that Newton pioneered his way, step by step, of an ascending geometry to the mechanism of the heavens and Le Ferrier added another planet to the solar system.

The year that has closed is past history. Its failures and mistakes will act as our inspiration, and whatsoever of strength there is in us will be recorded in the future work we do. The new year has dawned radiant in its splendor of possibilities, and it will be but soon when the Virgins of Spring will herald the season of blossoms.

With its incoming will be brought new duties and large responsibilities which must be met with abundant hope and renewed courage. Each one of us will be called upon for the best there is in us; to be prepared, to be fully equipped, will be the difference between success and failure.

Mr. Bowser, on behalf of the Pacemakers' Club and those of your boys that are absent, we bring you salutations and greetings. We offer you heartfelt assurances of loyalty, co-operation and reciprocity—heaven's own ordinance for human improvement; and through the coming year, fraught as it may be with troubles and trials, we commit you and those that are near and dear to you to providential protection.

## SPORTS AND SOCIAL TIME.

Thursday Evening, January 7th, Was Open,  
and Devoted to Sports, Social Time,  
Reminiscences, Games, Etc.

In the "Personals" you may find some mention of what occurred in the billiard hall and on the bowling alleys. However, we do know that the visiting members' wives and local ladies were present in force at both the alleys and billiard hall, where they enjoyed the evening to the utmost.

The management had reserved the Brunswick Billiard Academy and the Metropolitan Bowling Alleys for the entire evening. The ladies were cordially invited to attend, which they did, much to the enjoyment of the gentlemen. Some of the ladies demonstrated their ability with a cue to a surprising extent, and when it comes to bowling they don't have to take a back seat for any of the men.

## A BANKER'S OUTLOOK FOR 1915.

The following extract is taken from a letter received by the editor from a President of a Farmers' State Bank in Illinois:

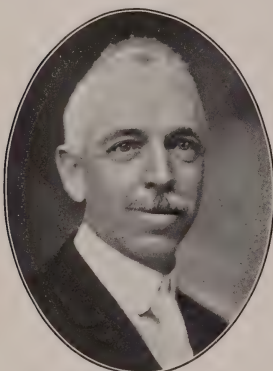
"Business is not rushing with us at this moment, but the farmers are holding their grain and borrowing money from us until they sell their grain or stock.

"Things look good, especially when you read the papers. So many lay all to the party in power, but I know if we have the stuff to sell, it brings mighty good money. And the stuff is in the cribs and barnyards."

# A Good Talk on Value of Character in a Salesman

By A. Z. Polhamus, Chairman of Executive Board

Gentlemen, as I come before you today I wish to say the same thing that I said to the boys the other night, and that is that I am impressed with the fact that you are men, men of ability,



MR. A. Z. POLHAMUS,  
Chairman of Executive Board

and what you want is something that will be of help or benefit to you. I feel the responsibility in coming before you and I feel you have the right to expect that I bring something that is worth while.

On the other hand, I feel that I have the right, if I bring you anything worth while, of seeing, during the

year, that you have tried at least to benefit by what was said.

Mr. Bowser spoke this morning about the early days of the business when Mr. Ross was Salesmanager, or Superintendent of Salesmen. I thought that was very nice of him. I do not know if it would not have been just as proper if he had said he was window-washer or porter about the office, because we were all things at that time. We, of course, who were in the business in those days, miss such men as Mr. Ettinger, who was with us 25 years ago.

My talk this afternoon is going to be a little talk along the serious line. I come before you in a little different capacity than I have in the meetings before. I do not come before you as General Manager to bring up subjects that come within his jurisdiction, but I come before you in a little different capacity. So that I might not get on any one else's ground I picked a little different subject than I have at any other meeting—one that I know every man, and I do not care how good he may be, can profit by, if he will take it to himself, for it applies to each and every one of us.

I rather hesitated in picking my subject for my speech, as I do not want to deliver a sermon, and I do not know if I would have had the courage to have selected the subject had it not been for the fact that Mr. Sheldon, while

in the office a few days ago, told me a thing or two so that I feel justified in what I have to say.

## Good Ethics Is Good Business.

In the course of the talk Mr. Sheldon said that "good ethics is good business," and there is no good business where there is not good ethics, and I believe, gentlemen, that that is the truth. I believe that the man who is the squarest and the most honest in his business is the man who will be in the long run the most successful. I do not know how it was, but I found this on my desk this morning. I do not know where it came from. I will just read it to you:

"What are you going to be this year; better or worse, or the same man? If you are not better, you surely will be worse. Nothing stands still in the universe."

The subject that I have chosen for my little talk is the "Value of Character in the Salesman." Now, at first, I wrote value of character to the salesman, but I changed it because there is a large part of the subject beyond the value of character to the salesman. The value of character in the salesman is not only of value to himself, but it is of value to his trade, it is of value to his firm—it is of value to the community in which he resides and to the universe at large for we, all of us, have our influence, and our acts, each of them, have their effect on all the rest of mankind. If you throw a little pebble into the sea, the result will show or the other shore, though it be miles away.



## That Magic Force of Real Manhood.

Sheldon says of character that character is that certain magic force of real manhood or true womanhood born of a combination of the positive faculties and qualities—mental, more physical and spiritual.

Webster says, to sum up character, the character is that which a person really is.

Now, in the 24 years' experience that I have had in this sales organization I have four



that character has a great deal to do with success of salesmen. I have found that it is the man who does the square business and the right thing all the time that wins, but, alas, we have had salesmen in the organization for a little while who were brilliant men but who did not always work along just the right lines. They did not last long—in a few years or a few months they were out and gone.

We are continually, in our business, running into situations which show that salesmen are somewhat deficient along the line of character. They do those things that are not for their best interests and not for the best interests of the firm. What we want in this organization is efficiency, and in addition to efficiency we want stability. This organization would be better today with 300 absolutely efficient and reliable salesmen than it is with the organization we have. When I say that I do not mean to reflect on any salesman we have. I do mean that efficiency and stability tend to the upbuilding of the organization and not only to the organization, but to the individual member of the organization.

#### Each Order Represents a Battle.

Now, then, what are some of the things, what are some of the points where salesmen slip sometimes? In the first place, let me say to you, gentlemen, that I know you are up against an awfully hard proposition. This life to any of us is no easy thing. It is a fight and we know that when we get a couple hundred orders on Monday, 100 orders on Tuesday, 200 orders on Wednesday, and so on until we get 1,000 orders for the week, that each order represents a battle. At the same time we also know that if the 1,000 orders are secured in such a way that when the time of payment comes, that there is no dissatisfaction; that the payment is received promptly, that there has been no misrepresentation, and when the goods are received and installed that the customer is satisfied and everybody is satisfied, we are all pleased, we all profit by it; the firm profits by it, the customer profits by it, and the salesman profits by it.

Now, I have been a little fearful the last year—I have not said it but to Mr. Savercool—that with this filling station proposition sometimes you might press the matter on the man whom it is not policy that you sell. Not from the standpoint you would not possibly get your money, but from the standpoint that later on it might reflect on the salesman, on the firm, and prove a detriment to the business, and I believe that danger we are facing.

We want all the business we can get, but we do not want business from men that we know ought not to buy oil tanks, and I wish you to understand that we do not want business from men who ought not to buy oil tanks. We would sooner have less business than accept business from men who ought not to buy and we believe that we will have more business by not selling the man who ought not to buy than by selling him.

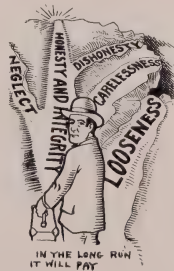
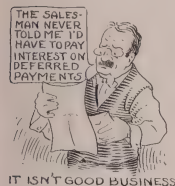
I believe that as you gentlemen go about you should be so strong physically and morally in your character as a man that your influence will count mightily for this business. I know there is a feeling among you men, a number of you, that this is the thing to do, and that is one of the things that is counting for the success of this business. We want you gentlemen in this organization unless you can do better somewhere else, and we are always glad to see any man better his condition, but if not, we want to aid you to better yourself and succeed in this business.

#### Turn Ability Into Stability.

We want to see you become a stable member of the organization and do those things that will result in a continuation of this business rather than be detrimental to the business. It is not good business to go to a man and make promises to him that you do not put on the order blank. It is not good business to go to a man and expect him to pay interest on partial payments and not let him know it until he comes to settle his account.

A square way of doing business will make you and us the most dollars, and so as time goes by, I hope that you will get stronger physically and morally, that your character will become stronger and that you will have a greater influence and an influence for good business in your community and the territory you work. I also hope that you command the respect and the confidence of the people, and that everything that goes out from the S. F. Bowser and Company is just as it ought to be. That is the thing that will count for success.

Now, I might tell you some reasons why that will count for success against some tactics that may be employed by other people. The "square deal" is the thing that is going to count, and the thing that I want to get before you is



that it pays to do business absolutely straight and on the square. I do not mean to say that you have not, but that is the reason a good many men fall down. They do not get that view-point, and I want you to get that view-point. If you will work along that line and along the right line, in the long run it will pay, and I know it will pay S. F. Bowser & Company.



### Above All Be Honorable.

Now, this year, as Mr. Bechtel was telling you, we are going to put out a number of different outfits. You

have seen some of them. We are going to work hard. We expect to do a large

business in your community and the territory and we are going to try to do that which will result in a stable and efficient organization, and we want your hearty co-operation along these lines.

I had a shock in San Francisco several weeks since. In the office there were a number of pictures of the different members or meetings of this organization, and I found among the first pictures I looked over, on which appeared less than 40 men, that more than 33 1-3 of those men have passed on, and time is passing with us all. So let us make the most of the time and do the best we can as the days go by, not only for ourselves but for our fellowmen. Let us try to develop characters that will be an honor to ourselves, to our firm and to our God.

## Our 1915 Line and Plans

By Mr. S. B. Bechtel, General Manager

The Management has for some time been carefully analyzing and studying our business, and the general business conditions of the past few years, and 1914 in particular, as a means for for drawing conclusions and framing policies and plans for the year upon which we are just starting.

We have found many things which are highly gratifying, and we feel that, on the whole, in view of the falling off of general business, we have reason to be pleased.



MR. S. B. BECHTEL,  
General Manager

In analyzing the past year's business, we found that a number of outfits which we were cataloguing as part of the line, were sold in such small numbers that the cost of manufacture was so high that it was unprofitable to handle them. We have accordingly gone over our line of outfits and have made a number of changes, dropping out a number of outfits which did not seem to be needed; combining

two or more, where possible; and so have reduced the number of outfits to a considerable extent. This is an advantage to us from the manufacturing end, and to you in selling.

### The New Line Is in a Class By Itself.

We have also completed several new outfits which are added to the line, which will practically make every territory a new field. These outfits are entirely new to the self-measuring tank business, and are way in advance of anything ever sold. They are handsome in design, and the best possible in construction, material and workmanship. They are absolutely in a class by themselves, and in pushing the sale of these new equipments, you are getting beyond and ahead of any competition. The added efficiency, convenience and style will far more than compensate for the additional price and should make them easier to sell than the old style.

These new pumps are all Quick Return Action, so that in pumping they operate easily and pump as fast as the oil or gasoline can be put in car or receptacle, but on the return stroke they operate six times as fast, i. e., the piston and cog bars travel six times as fast compared with the handle as on the pumping stroke, so if it takes six turns of the handle to pump a gallon, only one turn of the handle is required on the return stroke, so it is practically instantaneous. Another feature of these new outfits is that they are equipped with special valves

at the bottom of the cylinders, so arranged that when the pump is not being operated, the valve is automatically closed under a high pressure, thus preventing any "leaking back" as sometimes happens. The Gallon Meter and Filter are included as integral parts of the outfits. The fact is, these pumps are wonderful, and too much cannot be said of them in their favor.

The price and commission rate which we have made on these outfits were based entirely on estimates of costs. We are not sure that they can be maintained inasmuch as the factory may not be able to manufacture them as low as estimated. It will depend somewhat on the number sold, so it may be possible that in six or eight months, when we have had an opportunity of trying it out, that some adjustments must be made. In the meantime, we trust that every man will push this line of outfits, as the number sold determines the quantity we make, which, in a large measure, will determine whether any change or adjustment must be made.

### The Gasolene Equipment.

Our Gasolene Line for 1915 will consist of the following outfits, which are described in detail in the Bulletins:

Cut No. 101—Five gallon Quick Return Long Distance Outfit, "Red Chief."

Cut No. 102—Five gallon Quick Return Outside Outfit—"Chief Sentry."

Cut No. 103—One gallon Quick Return Long Distance Outfit.

Cut No. 241—One gallon Curb Pump—"Red Sentry."

Cut No. 41—One gallon "Standard Long Distance Outfit."

Cut No. 125—One-half gallon Long Distance Outfit.

Cut No. 128—"Junior" Long Distance Outfit.

Cut No. 94A—Detachable Pump—Underground Outfit.

Cut No. 116A—Long Distance Non-measuring Outfit.

Cut No. 121—Portable Wheel Tank.

Cut No. 424—Portable Wheel Tank.

Cut No. 122—Combination Portable Wheel Tank.

### Kerosene Line.

This will remain very much as before, with the addition of:

Cut No. 105—Five gallon Quick Return Long Distance Outfit.

Cut No. 106—One gallon Quick Return Long Distance Outfit.

### Paint Oil Line.

Same as last year except that, in Cut 111 outfit, we will use pump of Cut 125 construction, and in Cut 115 we will use pump of Cut No. 41 construction.

### Discontinued Outfits.

Among the outfits discontinued you will note the Cut 95, Cut 47 and Cut 124, as we feel we have a very complete line without these, and prices on the other similar outfits have been adjusted so as to make a good range of prices.

### Salesman's Contract.

Practically no change has been made in the salesman's contract, except one provision relating to Terms on Orders.

We found that some salesmen sold a very large part of their business either cash with order, or on comparatively short time, while others in adjoining territories, sold all, or practically all their orders on the full time limit. In talking with the different salesmen, we found this was due to the viewpoint of the salesmen. Because of many salesmen overlooking the advantages to them and the firm, of short time and quick payment, and selling their orders on long time, we found our Accounts Receivable were constantly increasing, thus tying up money, and creating added expense in interest and collection cost. We carefully estimated the cost, and have arranged our credit to salesmen so that, for those men who appreciate the advantages to themselves, and to us, and keep the matter of terms of payment in mind, the earnings will be increased accordingly; while those who do not will bear part of the added expense.

### Cash Discounts.

Customers will be granted the following discounts for prompt payment—5 per cent. for full cash with order—2 per cent. FOR PAYMENT THIRTY DAYS AFTER SHIPMENT.

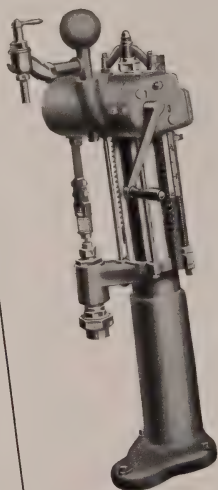
### Prices.

In the main, our prices for 1915, effective Jan. 16, 1915, will remain the same as last year.

New prices are effective Jan. 15, 1915, and all orders sold after that date should be on that basis, and all new contracts for this year will be effective Jan. 15 also, and commission will be computed on new basis, although new contracts may not yet have been received.

You will note that on many accessories, which have heretofore carried no commission, we have

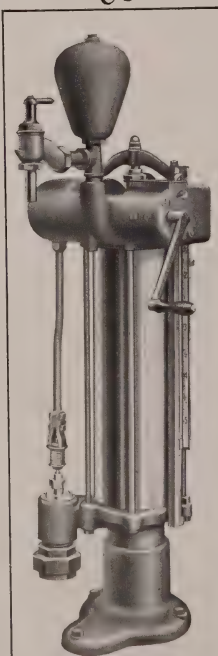




CUT 106



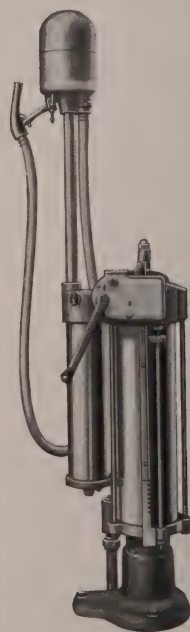
CUT 103



CUT 105



NEW EQUIPMENT For 1915



CUT 101

found by making in larger quantities the cost has been reduced, and we are giving the salesmen the advantage of this by putting commission on these items.

### Price Sheets.

You will note the changes in the form. We hope the change will be found to your advantage, as the sheets are now much simpler and more clear; and on the reverse side will be found priced all accessories which are used with the outfit.

### Exchange Basis.

We have had some complaint that the Exchange Basis last year was complicated and not understood by the men as a whole. This we have endeavored to correct by having the Exchange Basis worked out and tabulated so that exchange allowance of any old equipment can be found given in money value by simply referring to exchange sheet. This will obviate all figuring and we trust will be found a decided advantage.

Some other additions have been made to the plan, among which is that we have extended the Exchange Basis so an allowance can be made where an old self-measuring outfit of other make is taken in part payment.

The Exchange Allowance has been extended so that credit is given for some accessories; also on some complete outfits, such as portable wheel tanks, the allowance has been materially increased.

### Quantity Discounts.

The same plan as last year will be followed. We believe if our salesmen will study this closely, so as to understand it fully and keep it in mind when at work, many opportunities will be found where it will be a decided advantage and will result in increased business and earnings.

### Quantity Purchase Agreement.

Some slight changes have been made in this plan which are fully outlined in the Rules and Instructions. This should be carefully studied and we ask that you keep in close touch with your District Manager or Superintendent regarding this plan, taking up with him the question of submitting to any firm a Quantity Purchase Agreement before making the prospective customer a proposition regarding the Agreement. Properly handled, we feel this

plan can be of material assistance in securing and increasing business.

### Quota.

Our quota for this year will be the same as for 1914, and we believe that we can make it easily if we start NOW with the determination in the mind of every man that this year "I will do better work than last year." If every man will make this resolution, and carry it out, there will be no doubt as to the result.

Better work means putting more thought, more study, more energy, more enthusiasm, and more time into the matter of selling tanks. It will result in more sales, more commission to you, more profit to the house, more pleased customers, and a general feeling of satisfaction which can never come without the knowledge that we have done our best.

We will, this year, assign a quota to each county in the country. This County Quota will be the least business which we consider should come from that particular county this year. This quota will not be assigned haphazard or by guess, but will be set after a full consideration of all the facts which have any bearing on our business in that county, such as population, number of merchants and garages in business, number sold, business sold last two years, crops business in general, etc. You will, of course, understand that this quota is not assigned with the thought in mind that this amount is all the business we expect from that county, but is the minimum we will consider as showing the county has been worked. By careful, hard work and selling all lines, the business from any county should be much more, and in some cases, double the quota assigned.

We are starting this year with conditions better than a few months ago, but not as good, probably, as a year ago. Notwithstanding this fact, we must, right from the start, begin to make good on our quota, and hard work and keeping at it will turn the trick. The main point is, start NOW—TODAY.

Your earnings, and our earnings, depend upon the "keeping at it" of our sales force, and we have confidence that this year will be the best ever for salesmen and firm.

We wish to assure every man on the firing line that the Management stands back of him, and will co-operate with him in every way possible, to make this year of 1915 the most successful year possible.

### "OLD LIM JUCKLIN."

**Mr. Opie Read's Lecture at the Majestic Theatre, Wednesday Evening, Was the Finest Fort Wayne Has Heard in the Last Decade.**

Although the weather was anything but favorable, it being slushy under foot and rainy over head, the theatre was very comfortably filled. The Officers and Directors of the Pacemakers' Club, together with the Executives, stockholders and a few prominent guests occupied the stage. In the boxes were the visiting ladies and wives of the Officers of the company, who formed the committee of entertainment. In the first four rows of the orchestra were seated the Pacemakers, and the rest of the house was thrown open to the factory and office employees.

Preceding the lecture was a musical half hour. The audience was entertained by some fine music by a full orchestra, interspersed with vocal selections by Mrs. Edith Nichol Baihle, Soprano, and Mr. Earle Thompson Baritone. This was a treat in itself well worth coming to hear.

Mr. Opie Read is too well known throughout the literary world to need any introduction. He is the same Mr. Read to-day that he was ten years ago, with the possible exception that he has advanced in intellect faster than he has in years.

Mr. S. F. Bowser introduced Mr. Read with a well chosen speech. Mr. Read took the center of the stage and introduced "Old Lim Jucklin." This is a character in fiction that he has created and whose reputation is na-

tional. He impersonated "Old Lim Jucklin" and for over an hour and a half held the audience spellbound. At the conclusion of his talk the applause was so spontaneous and prolonged that he was forced to give a character reading of the old ducky who fooled the conductor and reached his destination without either paying for his transportation or giving a ticket.

We wish that we had Mr. Read's lecture to reproduce in this Boomer for the benefit of all. However, we know that it would lose a great deal of its force through your lack of seeing Mr. Read and hearing him deliver it.

The magnetism of the man is wonderful. He carries his audience from the sublime to the ridiculous with such rapidity and so smoothly, that before the tears can really start there is a hearty laugh to drive them away.

He certainly carried home some strong points in regard to our social system, and touched on many things which are in the process of reformation at the present time.

He makes his hearers almost laugh and cry at the same time. With the sides shaking with laughter one feels that life is too short for any worries, yet at the same time there is a feeling that we should be constantly on the alert to be doing something to better ourselves and our fellow-man. He makes a man feel how small he is and yet how great, and his points are driven home with such force that they are not soon forgotten.

We are in hopes that next year we will again have Mr. Read with us. As one man said at the conclusion of the lecture:

"Isn't it a pity that a man like Mr. Read cannot live forever?"

## The Bowser Sales Proposition

By E. J. Little, District Manager Fort Wayne Sales

We are assembled here today for business purposes. We are not here to be amused nor to hear high sounding phrases—in that respect I am glad for my own sake as well as yours.

I am coming before you in my regular role, an employee of S. F. Bowser & Company, performing my daily task, and the task which has been assigned for me this day is to try to focus our minds upon the peculiar features of the Bowser Sales Problem. I say peculiar features, meaning those which are applicable to the sale of the Bowser product and not applicable to a general sales problem. Our employers have given careful consideration to the arrangement of this program, having in mind giving us the maximum of definite permanent help in our daily work, and knowing this we should be prepared to absorb and re-

tain all the helpful suggestions that are presented.

### The Bowser Sales Problem.

From a business standpoint, there is no subject of so much importance to every one of us as the Bowser Sales Problem. We are all banded together in a compact Organization, cemented by mutual sympathy and respect because we have all voluntarily selected the same vocation. It is perfectly natural that we should stand together in this spirit of helpfulness one to another, inasmuch as we have a common interest and a common object. Since we have all voluntarily chosen this same vocation, our mutual material welfare and the degree of good things which we are to get out of life are largely dependent upon the success with which we meet and handle this problem.



These things being true, it is of the highest importance that we should apply ourselves carefully to everything suggested that may in any way be used to our advantage in the im-

provement of our individual efforts. Our employers have given careful thought as to how they could help us most. They have searched the country for the best teachers and to-day present again a man of recognized ability. Further than that, they have planned on how we might get



MR. E. J. LITTLE,  
Dist. Manager, Ft. Wayne Sales

the most out of his good teaching. Dr. Krebs has spent a great deal of time and effort on the subject of the Sales Problem and his conclusions will be presented to us in a very short space of time compared to the time and effort expended to make a man competent to handle the subject. Therefore, this effort on my part to prepare our minds preceding Dr. Krebs's lecture, that we may apply what he says directly to our daily problem in the field. What we should do, as I see it, is to put aside any idea of being amused and prepare ourselves to catch every suggestion that comes from Dr. Krebs in the short time that we are privileged to hear him and to study the application of each suggestion to our own individual problems. That, it seems to me, is the way in which we can get the greatest good out of this afternoon.

### The Marketing of Any Article.

The marketing of any article is a sales problem. The marketing of the Bowser product is a problem peculiar to the product. No two products present exactly the same sales problem, although though there are many general rules of salesmanship applicable to all. Now, what are the peculiar features of the Bowser problem? I can best illustrate by a simile, what I consider one of the most important. You may call upon

twenty merchants who handle kerosene oil in small quantities, asking simply the question, "Do you wish to buy a Bowser Kerosene Tank today?" and all twenty will answer, "No, not today." You may call upon the same twenty merchants representing a house handling a leading brand of crackers, present the question in the same manner, and some of the twenty merchants will be sure to ask the price of your crackers, and if their stock is depleted and the price is right you will very likely secure some orders. Let us go a little farther. You may call on the same twenty merchants when you have time to go into the subject and you can secure admission from every one of them that the tank is a good thing, and in many cases they will admit that it is a profitable investment; still they are not anxious to buy. Now, what elements enter into this situation to create that difference? Just this, that the merchant has been in business for many years probably, and has been able to get along, after a fashion, with-

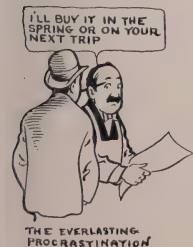
out a Bowser Kerosene Tank, and he naturally feels that he can wait another week, month or year, as the case may be, before buying it. That is not the situation with the sale of the crackers—if he runs out of crackers his customers will be asking

for them and he will be daily reminded of them until he replenishes his stock.



### "I Will Buy it in the Spring."

Let us go just one step farther—you can get these merchants to agree that it is not only a good investment, but in some cases they will promise the order at a later date. We have all heard many, many times, the old story of "I will buy it in the spring, or on your next trip." I believe that on account of the peculiar features of our product and its natural market, that one of the greatest problems we have to solve is that of overcoming the everlasting procrastination on the part of the prospective customer. I call this purely procrastination. This applies not only to the kerosene tank, but to the public and private garage and the factory sales as well, so that practically every salesman in the Bowser Organization is daily confronted with this same problem—how best to overcome procrastination, how to arouse the buyer's imagination and enthusiasm to the point where he will overcome the negative impulse. Dr. Krebs may say that this is not procrastination, that it is a matter of our failure to thoroughly convince the customer, and if we were looking at this



# PACEMAKERS



The Wind



Ladies Banquet



1914 Pacemakers, Executives and Heads of De





# CONVENTION

Activities

5



Banquet for Officers of Club and Company



of S.F. BOWSER & CO., Fort Wayne, Ind.



problem from the standpoint of the Bowser Company we could say that our problem was to properly instruct the salesmen, but we are not looking at it today from the standpoint of the Bowser Company. We are looking at it from the standpoint of each individual salesman.

We make our best effort and we are still unable to overcome this procrastination. Therefore, the problem presenting itself to us as individual salesmen is how to overcome this lack of decision on the part of the customer. We have gone our limit and

there is still delay, so let us pay close attention to Dr. Krebs and see what we can gather that will help us in this particular phase of our work.

We have one general problem of educating the merchants as to the benefits to be derived from the ownership of a Bowser Outfit. That is true of all new products, but here is a product which has been a leader thirty years and still we have a big problem in education. There are thousands of merchants that do not know of its value to them. For example, let us take the storekeepers in medium sized towns. A great many of them handle kerosene, but owing to the extensive use of gas and electricity they sell only comparatively small quantities, and they will tell us it would not pay them to buy a tank. There is no logical reason why any merchant who handles a gallon of kerosene should not buy a tank. We sell a tank for \$28.00 that will last twenty years. The interest on that amount invested at 6 per cent., which is a high rate of interest for a safe investment, and depreciation at 10 per cent., which is double what would be necessary considering the full life of the tank, would amount to between five and ten cents a week, or a fraction over one penny a day. Each year the investment is reduced, which lowers the interest charge, and at the end of the ten years this penny-a-day has paid for the tank and it belongs to the merchant without any cost for the balance of its life.

#### Cleanliness Alone Worth a Penny a Day.

Now, can any merchant rightfully contend that from the standpoint of cleanliness alone, not mentioning the many other excellent fea-

tures, that this outfit is not worth a penny a day to his business. The fact that he may make only a small profit on his kerosene, because of the small quantity handled, is not a logical reason for failure to buy, because the merchant cannot afford to give up the sale of kerosene. Eliminating the kerosene from his store drives trade away from which he cannot afford to lose, and in order to protect his trade it is necessary for him to handle the kerosene, even though it brings him an insignificant profit. This serves to illustrate just one phase of the needed education.

One of our great problems is the conservation of time; the salesman's principal asset is his time, and to properly manage his affairs so as to get the greatest amount of application to the actual work of convincing the customer is of great importance. Under that head we have—

Transportation.

Securing interview promptly.

Closing without necessary delay.

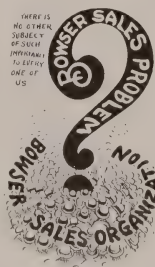
Covering territory thoroughly so as to avoid duplicate trips.

These problems, of course, are applicable to other lines as well as ours. Another problem is how best to gain favorable attention to our product. This, also, is applicable to other lines, but let us keep it in mind as the program continues and endeavor to learn something that will help us on this feature of our work which is of great importance. In our daily work

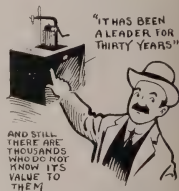
we are constantly coming in contact with merchants who are busy with their own affairs and who are thinking of matters foreign to our business. How best to approach those men, get their attention and gain favorable consideration of our goods is a problem worth giving very serious consideration.

#### Overcoming Tendency to Buy "Cheap Goods."

We have another problem which is peculiar to our product, that is, of overcoming the tendency on the part of some people to buy "cheap goods." We present meritorious goods at a reasonable price, competing with a product with which we are not familiar, sold at a lower price. There is a very large percentage of business men who will buy only the best goods on the market, and to those men our higher price is in itself a strong recommendation. Those men will often pretend that they are attracted by lower prices, when in fact they are convinced of the value of our goods and



THERE IS NO OTHER SUBJECT OF SUCH IMPORTANCE TO EVERY ONE OF US



will buy only the best. The highest priced line with a substantial Company, one enjoying a reputation for fair dealing over a long period of time, is most attractive to a large percentage of business men.

With them we have no price problem, but with the class of men who are naturally attracted by a low price, where another firm appeals to their cupid-ity, we have a problem.

In this case, as I see

it, our problem is to produce on the part of our prospective customer a proper mental attitude toward the proposition which we present. Logically, there is no reason why a lower price on an oil or gasoline outfit should be attractive, and it is only so when the mental processes of the buyer magnifies the item representing the difference between the prices. This is particularly true in our business, for the reason that no matter how well trained the buyer may be, as a rule he has had no opportunity to learn the tank business and he is buying an article with which he is not familiar and one to be used over a long period of years. He will have no opportunity to buy and discard, as he can do in many lines, and his duty is to buy that which will give adequate service for the money expended. Our problem is to bring about the proper mental attitude so that all the points involved are properly weighed by the buyer.

In presenting the Bowser product we have no way of physically measuring it as against the lower priced. We cannot take a rule or tape line and convince the buyer that ours is larger. Neither can we put it on the scales and weigh it before him. We are most always presenting our product with a model or printed pictures and the model and pictures of the other fellow's goods are often exceedingly attractive. It is most likely the case that we are not familiar with the product of the other firm, probably never have seen it, and if we were familiar we would not want to talk disparagingly of another firm's product. We will only explain the good points of our own and let the buyer draw his own conclusions as to the lower priced.

### In Conclusion.

And now, gentlemen, in conclusion, I will review a few of the individual phases of our

business which in part make up the Bowser Sales Problem, and then we will hear Dr. Krebs and we will endeavor to apply what he says to our own daily work. I know that Dr. Krebs is sincere. He, as well as our employers, wants his lecture to be of the greatest help to us, and by being attentive we will make it so.

We find that we have, first, procrastination.

How shall we best handle it? We have the problem of conservation of our time, the education of the trade to the value of our goods, and we also have to deal with the bad mental attitude of the men who would buy cheap product. How shall we best meet all these things? I believe that to sell Bowser product successfully we need the very highest type of salesmen and the highest type of salesmanship. We are marketing a specialty.

We are meeting all classes of men. We must interest them; we must arouse enthusiasm in our goods. We must correct the wrong mental attitude and we must bring about favorable decision. We are doing this now, but we want to do it better, so we are in a receptive mental attitude and stand with open arms for Dr. Krebs.

• • •

### HERE'S ANOTHER EVIDENCE OF HIGH GRADE SALESMANSHIP.

January 7th, 1915.

Mr. A. W. Dorsch, Dist. Supt.,  
Washington, D. C.

Dear Sir:—

Referring to my order No. 37 enclosed herewith, I just want to let you know that it will be the first sidewalk gasoline station in ———.

I tried all the garages in town and present gasoline merchants, but none of them seemed to think ——— needed a "Red Sentry." So I picked out a good hardware man and spent seven hours with him, called on his insurance man, Mayor of the town, Chief of Police, Chairman of Street Committee and City Clerk, (this is not an exaggeration) and had to hold matches over his bookkeeper's head while he wrote the check, as the electric light system of the town broke down as he reached for his check book.

Please send me "Chief Sentry" prices and some cards.

Kind regards,

(Signed)

L. Gleaser.

THERE IS NO LOGICAL REASON WHY ANY MERCHANT WHO HANDLES A GALLON OF OIL SHOULD NOT BUY AT TANK

AND MR. LITTLE PROVED THE POINT, TOO



HOW MAY I CONSERVE MY TIME WITH REFERENCE TO TRANSPORTATION, SECURING INTERVIEWS PROMPTLY, CLOSING WITHOUT UNNECESSARY DELAY, COVERING TERRITORY THOROUGHLY SO AS TO AVOID DUPLICATE TRIPS



ONE OF THE SALESMAN'S GREATEST PROBLEMS

THERE IS NO PROFIT IN MERCENARY SO WE DON'T HANDLE IT



HE DRIVES AWAY TRADE HE CAN'T AFFORD TO LOSE

## FIVE STEPS IN EVERY SALE.

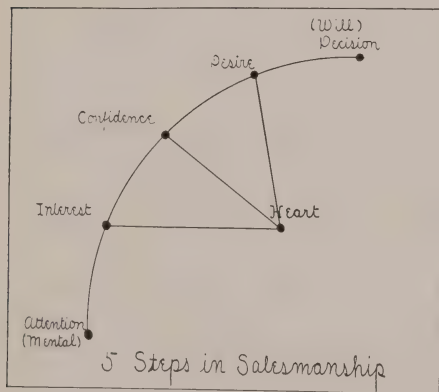
"How to Take Them and Make Them," by Dr.

Stanley L. Krebs, President American  
Institute, Philadelphia, Pa.

To those of you who were present at the Convention last year, Dr. Stanley L. Krebs needs no introduction. Dr. Krebs is devoting his time to reducing the science of Salesmanship to writing and putting it in such form that all may grasp the fundamental principles underlying this profession.

As evidence of his progress in this line, we may state that the Institute of Berlin has adopted Dr. Krebs' Text Books on this subject as official. This honor was given him after careful consideration of all other Text Books on this subject that have heretofore appeared throughout the world.

Dr. Krebs held the Convention's close attention for over an hour and a half. During his talk he drove home many strong truths and applied to Bowser sales many of the principles set forth. In order to give you an idea of his lecture we are presenting herewith his chart entitled "Five Steps in Salesmanship."



He went on to explain that the first step was Attention. This was purely mental. Interest, Confidence and Desire were emotional and from the heart. Decision was another mental quality and was arrived at through the will.

Now, he states that it doesn't matter what your training has been or what you sell, every sale has these five principles involved. It is true you may sell a man after you have aroused his interest, but more often you cannot sell him until you have secured his confidence. If it is

necessary to go clear up the hill to decision, you have accomplished the hardest sale of all.

As an example of how he illustrated some of these principles he cited the case of a man seeing a flower across the street. His Attention is called to it; his Interest is aroused, which soon grows to Confidence and Desire to have it. He then reaches the point of Decision and crosses the street to pluck the flower.

As an illustration of how he applied these principles of Salesmanship as set forth by him, we present the following chart.

	Old	Young	Stylish	Ordinary
Protection	2			
Comfort-Convenience	1			2
Wear-Durability	3	2		1
Purpose-Utility			2	
Style-Beauty		1	1	
Competition				
Price				

In explanation of this chart he stated that if he was presenting our proposition to an elderly prospect, he would first bring out the Comfort and Convenience of the equipment, following this by a talk on the Protection and close by showing how it would Wear and its Durability. However, if the prospect was young, he would talk about the Style and Beauty, and close with its Wearing Qualities and durability. The other classifications are indicated by the numbers on the chart.

Of course, you have to use common sense in applying these principles, and you must be able to read character and know intuitively just what is going to appeal to the prospect. This comes, however, from deep study and long observation.

We would like to go on and give you more of Dr. Krebs' lecture, but space will not permit in this issue. It is our intention to give through the Boomer, from time to time, more of Dr. Krebs' talk as it comes to us and space will permit.



# Working Territory

By E. H. Briggs, Sales Manager.

In speaking to you on the subject of Working Territory I am not unmindful of the fact that the body of men before me represents the

most successful salesmanship in our Organization. You are the men who have "bro't home the bacon."



MR. E. H. BRIGGS,  
Sales Manager

Whatever your methods are, they must have merit. They are also undoubtedly capable of improvement. What is said here will be of little use unless it helps you in working your territory. You undoubtedly feel that you know the conditions on your territory

and how to deal with them better than anyone else. While this is true to a certain extent we can all derive benefit from the study of such an important subject, and it is in the endeavor to show you how the Policy of the Company will aid in your work and why you should co-operate with us that these few remarks are made.

There are three main topics which I want you to bear carefully in mind:

1. Co-operation.
2. System.
3. Work.

In field work there are two factors to consider:

1. Salesman.
2. His methods.

It is with the second of these, namely, the Salesman's methods, that we shall deal this morning.

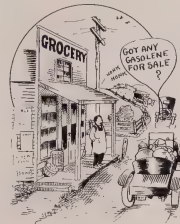
## The Vital Element Is Co-Operation.

The most vital element in our sales work is co-operation. This statement is true because co-operation, as I am using the term, is comprehensive. When you co-operate with us you follow out the carefully

thought-out policies of the Company—you work by approved methods.

What I want to impress upon you is that the policies of the Company and the information in regard to means and methods as given you in printed instruction, letters, bulletins, etc., represents hours of thought, careful investigations and the costly experience of thirty years. Every letter which is sent you from the Home Office or from your Branch Manager is sent with the purpose of aiding you in some way to close business. If you get the business we both profit thereby—you get your commission and the Company gets its profit. I cannot too often say that our interests are in every way mutual.

In this brief talk I want to get your confidence to the extent that you will realize that I am saying these things because I thoroughly believe them. We write and talk to you because we know from long years of observation and experience that what we say is true, and that if you follow our directions your efficiency will be increased.



We want you to believe thoroughly in the methods of work which we lay out, and co-operate with us to the fullest extent in putting them into execution, because **LOCATION IS NOW THE CRITERION** we know that by this course mutual profit will result.

## Efficiency and Co-operation.

Early in the year Mr. Bechtel, in a General Memorandum, said something about co-operation. What he said was so good and is so applicable to the present discussion that I want to quote it here:

"Efficiency and co-operation are words of which we hear a great deal these days—they are used in and out of season, and, as a natural result, they have become more or less common and meaningless, and we fail to think how broad their real meaning is and what an effect an application of them to our work would have.

The success of our firm has been largely due to the co-operation of all, since without such co-operation there can be no great efficiency. The hearty support and co-operation which



IT WILL PAY TO FURNISH IT  
IF YOU USE THE SYSTEM

has and does prevail, has been greatly appreciated by the firm, but with the rapid growth of the business and the consequent broadening of the organization, even closer working together is needed in order to maintain the high efficiency necessary to carry matters to success.

The responsibility for success or failure of any project in the final analysis devolves upon the Management, but no matter how thoroughly or carefully plans are made, unless we have the enthusiastic support of the Organization, as a whole, the highest possible success cannot be attained.

As you know, the Officers of the Firm are all intensely interested in the business in all its phases. Everyone of us devotes his entire time and his whole energy to planning for, and directing the business along lines which in our judgment, in the light of all facts, figures, reports and other information obtainable, and after full discussion and consideration, we believe will make for the success of the business as a whole. We appreciate the fact that others might plan and act differently, with possibly better results, but since the RESPONSIBILITY IS OURS, our plans and policies, when adopted and promulgated should, in fairness, be carried out, until other instructions are given."



THE MEN WHO HAVE BROUGHT IT HOME

### The Old and the New Salesmanship.

There are two kinds of Salesmanship and two kinds of Sales Organizations. These may be designated as the Old and the New.

In the Old way of selling goods, which was prevalent not many years ago, the salesman, who was known as a "drummer" or "commercial traveler," was assigned a territory, and this was about all the firm did for him except to compensate him for the business received. The Salesman had to devise his own means and methods of working territory. He had to work out his own sales arguments, create the demand for the article he was selling, develop the territory as best he could, and in general shoulder the whole load so far as the field work was concerned. The Salesman was judged wholly by the amount of business which he produced, and while this was and is the proper criterion of Success, means and methods have vastly changed.

The New way is represented by modern sales methods and organization. Today the

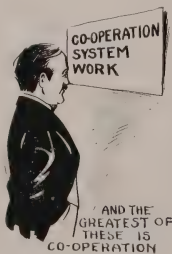
firm and the salesman co-operate to produce profitable results. The firm takes the lead and furnishes the salesman with every aid and assistance in its power. Before going on a territory the salesman is



thoroughly familiarized with the line of goods and with the arguments which help in convincing customers. He is not left to develop his territory single-handed, but is aided by high grade advertising through catalogues, bulletins and other literature, as well as by general publicity in various magazines, etc. Working models are furnished where applicable so that the salesman can demonstrate the various features of the device he is selling. The salesman is constantly in receipt of letters from his house giving him up-to-date information about the product and furnishing suggestions as to methods of work as well as general encouragement. Conventions are held during which a mutually profitable general discussion prevails and in numerous other ways the firm works with the salesman in order that his efforts may produce maximum results with minimum effort. This is Co-operation—This is Efficiency.

### Organization Spells Efficiency.

Our Army and Navy methods furnish a notable example of organization. Can you imagine the soldiers of Germany or Great Britain being provided with guns, ammunition and other paraphernalia of war and then told to go and fight in the north of France or some other locality. What is it that makes the modern army efficient? Why is it that when Uncle Sam wants a half-a-dozen battle ships and cruisers at Vera Cruz, or ten thousand men in Arizona, that almost coincidentally with the decision the forces are on the move? The answer is System. The object in view, viz: the Nation's Safety, is of such tremendous and vital importance that every motion, every detail is anticipated and arranged for. Then when the army or navy does launch forth an effort, the results are shown. Reasoning by analogy is a dangerous expedient, and the comparison with army methods cannot be profitably carried farther in this instance. With an army victory or defeat is inevitable. With a sales force the contest is one of peace, and victory and success are the results.



Organization means System. System means Efficiency. System is method—proceeding with a definite plan. Efficiency means maximum results with minimum effort of time, brains and labor; whatever of these is saved can be used for some other task.

When, as in the modern sales organization, the firm furnishes the method and directs the salesman in his work and the salesman in turn accepts the firm's method and works by this direction, we have real efficiency as the result of systematic work because the salesman and the firm co-operate.

As an example of system, let us suppose a case. If you, as a salesman, were turned loose in a territory, you would, if you were sensible and alive to your own best interests, immediately set about devising some plan to work the territory systematically. Could you think of any better means of accomplishing this result than to compile a list of all the merchants in one territory, making the list by counties, listing the towns alphabetically and the merchants in the towns the same way? You would want to include in the list the merchants in every line of business which would furnish probable prospects for Bowser equipment—i. e.,

- General Stores.
- Grocery Stores.
- Hardware, Paint and Implement Stores.
- Drug Stores.
- Department Stores (in cities where commercial trucks are used).
- Public garages.

In the event that your contract permitted you to work them, you might include the names of lumber companies, coal mining companies, etc.

### Financial Responsibility of Firms.

It would also be a great help if you would get the commercial ratings of these various concerns so that you could judge their financial responsibility. Now about the only place you could get this fund of information would be from the rating books of Dun or Bradstreet. In these books the various lines of trade are denoted by different symbols. A symbol representing his line of business is placed beside the name of each merchant and firm in the books.

In order to classify the general stores in, say, New Castle, Maine, it is necessary to select those names having the general store sym-

bol appended. You would rightly judge this to be quite a task and that your time could be used to much better advantage in selling Bowser Tanks. It is true, nevertheless, that if you could not otherwise get the information it would pay you well to make a business of compiling such a list. You would later on more than compensate for the time expended because you would be able to work systematically and, in general, system and efficiency go hand in hand.

In addition to all this, if you could get advance information as to which merchant had Bowser Outfits, this would be a further help. Taking the whole scheme a step farther, if the data on each merchant was compiled on a separate slip with sufficient space for you to make your report, that would save a good deal of time and prove a great convenience; if, farther, a series of reasons was printed on the slip so that you could indicate the results of each call by check marks, the acme of convenience would be attained.

### Planning Your Work a Week Ahead.

Armed with such a mass of data you could plan your work for, say, a week ahead; map out a week's campaign—resolve to work certain towns in such order that there would be little or no lost motion. On reaching a town you could at once get under way, complete your list in the shortest possible time and move on to the next place.

Now consider the matter from the standpoint of cost to you. It costs you a certain minimum per day to live and travel. This minimum will vary somewhat according to the territory you are working, your personal tastes, etc. Whatever the minimum is, it includes your railroad fare, lodging, food, carriage hire, etc., etc. The greater number of calls you can make per day the less the cost per call. This is your cost of getting business. Time is money. The longer you spend hunting for prospects, the higher your cost. Another value of systematic work is here shown. If you have called on all the prospects and have achieved unsatisfactory results, then it is time to make a vigorous hunt for the reason—your line of presentation probably needs some thought. You cannot tell whether or not a merchant can be sold until you have called on him and tried to sell him. The value of your list consists, in part, that you have the names of all the people who may be sold, and you can readily eliminate



THE OLD METHOD COMPELLED THE SALESMAN TO WORK OUT HIS OWN MEANS



the useless names, if such there are, but not until you have called upon them. You are working your territory systematically. When you have finished you know beyond a reasonable doubt what conditions prevail and you have come in contact with every man who can be sold.

### The Calling List System.

You have probably recognized what I have been leading up to, viz: The Calling List System. You have had drawn for you a mental picture of the task of compiling such a list. Now, suppose that, learning of your endeavor to make a list of merchants to aid in systematic work, the Company should say to you: "We will compile your list so that you can see everybody and not waste any time."



This is exactly what Bowser and Company is saying to its Sales Force. We will do the work and pay the bill to help you—the Salesman—get the business expeditiously. We will procure new Dun and Bradstreet books every ninety days so that you will be supplied with the very latest information. We will keep records of all reported sales, as well as location of Bowser outfits reported in the field, so that you will know just what the conditions in your territory are before you enter it. It will cost a lot of money to do this—but the system will increase your efficiency and our profits so it will pay, **provided you use the system.**

One person cannot co-operate—it takes two. No matter what trouble and expense the firm incurs to make Calling Lists and collate reports, it will be profitable to the extent that you use the information, i. e., work the Calling list, and to that extent only. A system not worked, or not systematically worked, is as useless as no system at all. When you don't use your calling list you are robbing yourself. No one is shrewd enough to tell who can be sold and who cannot be sold except by canvass. To work on prospects and leads isn't fair to yourself or the Company. Why? Because you are not developing your territory. You cannot get the business out of it which belongs to you and the Company.

Now, don't assume that you know how to work the territory. System is one factor of organization. The Calling List System is a **System**, and as such will aid you in locating your prospects in the most efficient way. Here are some points briefly stated which have come to light as a result of close observation

of the Calling List System. They should help you in your work. Remember, we are not giving you theories, but well developed plans from ripe experience. Lay out your work carefully. Don't leave your plan of operation to a livery-stable man to take the longest drives over the best roads, at your expense. See everybody. You can't tell who's a prospect until you have called. Don't miss the little fellow—he is just the man you may be able to sell. People are prospects now who were not once so regarded. This is especially true in the gasoline line, where small merchants are situated on a much traveled highway. Location is now the criterion fully as much as some other factors.

### Get All the Information Available.

Don't neglect the towns not on the railroad. Surely you cannot sell the people you do not call on. You cannot tell how much business you miss by not working the isolated towns.

The user of a Bowser outfit is the salesman's friend. He will not only buy more outfits as needed, but will also furnish the names of prospects and give other valuable information. When you call on a man, find out something not only about his business but as to what is going on in the town. Get information in regard to new enterprises, etc. All this will help.

The most consistent users of the Calling List System are its strongest advocates. Use your calling list as soon as you receive it. Don't let it grow stale. Remember, the Agency Books are revised every ninety days and in order to get the highest degree of efficiency from your list you must have a new one. Plan requisitions accordingly.

Be systematic in all that you do. Get started on time with the day's work. Have definite hours. Keep models in trim. Have your literature clean and up-to-date, your order book in shape and everything ready to do business. You will find by so doing that you will accomplish better and bigger results with less fatigue than when working along a half-way efficient and haphazard system. Be systematic, **not for the sake of working a system**, but to get business.



IT COSTS A CERTAIN MINIMUM TO LIVE AND TRAVEL

Again let me say, it takes two to co-operate. Use what the Company has provided. Remember, too, that your privilege carries with it an obligation. Don't fail to do your part. Send

in your reports promptly. Be sure and give all information about Bowser outfits in use. This will help the salesman who next covers the territory—probably yourself; the other fellow is doing the same for you in some other territory. Remember that all these things which the Company is doing cost money, and for us to get adequate returns on the investment you must use the means and methods placed at your disposal, so that you can increase **your** business and **ours**.

### Co-operation Is Comprehensive.

I have said that Co-operation is comprehensive. When you co-operate you become systematic and efficient because these other things are included in the policy which you adopt when you work with us. We want you to work with us, and we want to work with you. I believe that it is hardly necessary to say a great deal to you gentlemen about work, because you all work. It is well to bear in mind, however, that without work everything fails. The best System imaginable fails unless it is backed by good, hard, consistent, persistent work.

What we want is your co-operation. I believe that if you understood what we are trying to do for you and for ourselves that you will appreciate the co-operative idea involved and that together we will work to the end of selling more goods—selling the people who haven't been sold—the people who haven't been called on, to the end that we will get the one year's quota and add a handsome margin. Don't forget this though—It takes TWO to co-operate. We need you and you need us. Recognize this principle in the right spirit and we have true Co-operation. You are the workmen—we supply the best tools that money, time, labor and thought can supply. When you co-operate you get the benefit of all we have to give. So, co-operation is comprehensive—it includes the whole scheme.

Remember these three things—

CO-OPERATION.

SYSTEM.

WORK.

These three, but the greatest of these is  
CO-OPERATION.



Atlanta secured 13 Pacemakers in 1914 and also had the honor of having the 13th high man in the High Forty. Now Brown's goat escaped its keepers and wandered into the Atlanta Office the 13th day of January. And yet they say 13 is an unlucky number! How about it, E. Jay?

### A WELL MERITED PROMOTION.

Mr. T. D. Kingsley, Special Salesman for the Store and Garage Sales Department, has been promoted to District Superintendent, with headquarters at Philadelphia.



Mr. T. D. Kingsley

Mr. Kingsley is one of these all-round efficiency men. He demonstrated his ability here in the office and later went with the Chicago Delegation, proving his selling ability there. When he outgrew the Chicago District, he took up special work for the Store and Garage Sales Department and finally was chosen to manage the Philadelphia Office.

Many times we have mentioned Mr. Kingsley in the Boomer, and it is hardly necessary for us to go into further details regarding his advancement. Personally, we congratulate him from the bottom of our hearts, and believe that Philadelphia will come to the front fast under his management. He is a born leader and can fulfill all that he undertakes. There is one nice thing about him, and that is that he never asks any one to do anything that he is not willing to do himself—and another, he can do it.



The above picture shows Mr. J. S. Carrington in his Hupmobile. You will notice that he is sticking very close to his friend, the "Red Sentry." And his model case is there, too. Also note the miniature model of a Cut 19-A on top of the radiator cap. Some boat, believe us.

# Closing Address

By Mr. A. Z. Polhamus, Chairman Executive Board.

I have been very much interested in the discussions that have taken place at this convention. More or less of these problems have been gone over by members of the Executive Board of the corporation from time to time. We do not expect an impossibility. All we do expect is for you to do the best a good salesman can do.



I do not know how a man can make money faster than by getting 5 per cent. for cash with order. If you are selling him on 30 days he is making 60 per cent. on his money, and if you are selling him on 60 days he is making 30 per cent. on his money. It is all a matter of confidence if he has the money.

## Your Efforts Are Appreciated.

I saw Mr. Dunkelberg pass out the checks this afternoon that you have earned as Pace-makers. I thought what does that represent in the way of work and endeavor and anxiety to these men, for I know that it does mean anxiety and work on your part. You have done what most men cannot do to earn that money, and I feel that you ought to be congratulated and that you are to be appreciated for what you have accomplished.

I believe that you believe that you are appreciated; that your work is appreciated by the firm and that they do know what it means to do what you have done to earn this reward and be here and receive this money. Nearly all of the executives have had road experience. They have been to a greater or less extent where you are, so that they know what it means.

We try to show this appreciation of what you do. There may be sometimes some things come up that you feel may be not altogether right. It is possible that in some cases you may not seem to get treated altogether right, but there is one thing that you can depend upon, and that is that you are always treated right as far as it is possible from the view-point of the firm.

We do not always see things alike and we do not always know everything that may be done. The firm, like any other firm, must make some money, or they would not be in the business. That is a thing to bear in mind. The thing that I want to ask you this afternoon is that you have just as much faith in the firm

and in the executives and that you co-operate in the business just as much as you expect the firm to have faith in you and to co-operate with you, and you will make a success in your business.

## My Position With the Firm.

Since you have been here a few of you gentlemen said to me: "Mr. Polhamus, I hardly know just where you fit in the organization. Am I to address you on any matter, or am I not?"

So I want to say a word or two about the organization. I might say that I fill the same position that I have always filled, or as much of it as I can, but the position got so big that I have had to have some pretty good men to help fill up the hole. I fill the same position as I have always filled, except that Mr. Bechtel is General Manager and Mr. Zahrt is Assistant General Manager and Mr. Briggs is General Sales Manager, and I can assure you that I still have plenty of problems to wrestle with, and if you do not believe it, just take my place for a moment or two and have Mr. Eggmann come and say to you that it is costing us 1 per cent. to make our collections, and you know all the while that the way business is coming, you are not making 1 per cent. Run around that problem so when dividend time comes you can shell out to the stockholders. Also, so that enough money is here to pay the bills.

Another problem we are face to face with on account of the strong competition, and that is we should reduce overhead expense. And you want to begin to reduce overhead expense. How much is our advertising costing us?

\$——. Let us cut out that \$——, and a great many other propositions of this kind.



GETTING 5% FOR CASH

I want to say to you that we lose sleep at night wondering how we can cut down overhead expense, only to a certain limit; when we get beyond that we cut down efficiency. When we cut down efficiency we cut business, and are worse off. So you see we have plenty of problems to work on.



I want you to know these things and appreciate that we have our problems as you have yours, and to ask you to co-operate with us as much as you can.

### Things Sometimes Look Different Viewed From the Other Side.

There is a difference in the view-point you get from our point of view. I feel that, in a sense, it is as if the firm sees things from the top of a mountain, while the view-point of the salesman is from the valley.



Your view-point comes from your territory. That is the only view-point you have. The view-point of the executives covers not only your territory, but all of the territories. It is a big problem to adjust the business to suit every territory.

For instance, one man says, in his territory it is absolutely no use under any circumstances to sell goods on more than nine payments. Another manager says, to limit us to nine payments would ruin our business.

It is up to the management to adjust that matter. They get together and talk it over and decide on what is best for the whole organization.

The thing I want you to understand is when you get a ruling that may not always apply to your case to the best advantage as you see it, bear in mind that it is made for the whole organization. Probably a great many things enter into the question that you do not know anything about. I said to Mr. Savereool the other day in quite a serious argument, you cannot have your pie and eat it, too. I want to say to you that you cannot have your pie and eat it, too. You cannot have the best organization there is and do a lot of other things and then sell goods on the price of some fellow who starts up and quits sixty days after.

I wish that the salesmen could be on the Executive Board and act for a little while in solving some of the problems that the Executives have to handle. We know that you sweat sometimes in getting an order, but you would sweat considerably more on some of the problems handled here.

### One Price the Best Basis.

Just a word about the matter of one price, cutting price, etc. I was pleased at the hotel the other evening in talking to some of the

gentlemen to have them bring up this matter and say that the best firms in the country are the most independent in a sense, and the most independent firms in a sense were the biggest and most successful.

When I was a boy of 14 years or a little better, I went to work in a clothing store and they at that time were run entirely by Hebrews. It was a great custom to ask about two or three prices for a thing and then cut down the price. This firm I worked for said: "We are going to do business on a one-price basis."

Everybody said: "You cannot do it."

It was not many moons before that firm had the business of the town, and they did not cut their prices, either, and did not throw in any suspenders. Today one of the largest and best clothing line houses, you know who, would not sell you a \$9.99 overcoat for one cent less than their price, but they would sell at their price.

There are many other firms like that. The thing I want to say to you is that Bowser & Co. is to be considered quite an independent firm. I believe that you are stronger when you stand for one price, for high grade quality, and for that which is best in business, and I believe that this is our success and your success. I am sure from what I have seen of salesmen and have known of salesmen for twenty-five years that the salesmen who stand on that are the strongest and the most successful salesmen.

I am glad to see you all here. I know that you have had your difficulties. You have accomplished great things, but I don't believe, boys, that you have accomplished anywhere near what you are capable of. You are woefully short on some things. There are some things that show that you are not on your job. You get sometimes the wrong view-point. The thing I want to say in closing is this.

### Co-operate With the Organization.

We have our organization. Almost anything



you have to take up should be taken up with your Manager. If it is a matter that should be taken up with Mr. Briggs, as General Sales Manager, write to him. Then if you cannot get justice from your Manager or Mr. Briggs, you can go to Mr. Bowser, and he may fire the whole bunch of us.

The place for you to go is to your Manager or Mr. Briggs, not to Mr. Zahrt, Mr. Beehtel,

Mr. Dunkelberg, Mr. Bowser or myself. Do not think that if we say, go to Mr. Briggs, that we have no sympathy with you. It is simply for the good of the whole organization and to make for efficiency that you follow along the line of organization that we lay out. We have outlined our organization to make it efficient. Within the last two days I have received



two letters which ought never have come to me. I never heard of the salesman. One wrote me and wanted me to advance him on his note \$100. My initials are "A. Z." He must

have gotten it mixed with "E. Z." I also received a letter that Mr. C. E. White got a 301 outfit instead of cut 1, and a whole lot of lingo about some order that I do not know anything about.

The thing that I want to plead with you for is "co-operation." You can help us and help yourself by doing those things.

I have enjoyed this convention very much, and I believe it is productive of a great deal of good.

You are pretty good on the repeating game. Most of you have come back, have been here two or three times. We hope you all will be here every time.

## Prizes For Pacemakers

The following will give you in alphabetical order a list of the Bowser Pacemakers who were entitled to the cash prizes awarded the winners in this year's Contest. You know from the rules that those who make the Club the first year are entitled to \$50.00; those who make it the second year consecutively are entitled to \$75.00; and those who consecutively repeat the third year are entitled to \$100.00. This coming year the prize is \$125.00.

The following were awarded \$100.00 as winners in the Contest:

### OFFICERS

Benham, M. C., President .....Chicago  
Crandall, W. V., Vice President.....San Francisco  
Reuben, G. H., Secretary .....San Francisco

### DIRECTORS

Carpenter, C. M. ....Albany  
Leonard, R. D. ....Harrisburg  
Potts, T. C. ....Fort Wayne  
Armstrong, J. H. ....Eng. Sales  
Smith, W. C. ....San Francisco

### MEMBERS

Coddington, R. ....Denver  
Darden, D. W. ....Washington  
Darling, A. E. ....Chicago  
Deming, W. N. ....Toronto  
Devereux, F. W. ....Albany  
Duncan, R. L. ....Chicago  
Eggleston, C. R. ....Albany  
Hartgen, A. G. ....Harrisburg  
Johnson, R. S., Eng. Sales  
Klotz, E. P. ....San Francisco

Leonard, H. A. ....Chicago  
Merickel, J. W. ....Toronto  
Milliron, E. L., Eng. Sales  
Moffatt, A. E. ....Toronto  
Purdy, H. T. ....Atlanta  
Richardson, F. H., Albany  
Shepherd, W. P. ....Chicago  
Sherlock, R. H. ....Chicago  
Sterling, J. G. ....Chicago  
Ward, D. ....Chicago  
Ward, J. ....Chicago

The following were awarded \$75.00 as winners in the Contest:

### OFFICERS

Bachman, E. B., Treasurer .....Atlanta

### DIRECTORS

Paquette, N. ....Toronto  
Scott, G. W. ....New York  
Lee, W. A. ....St. Louis  
Ince, W. W. ....Dallas

### MEMBERS

Bradshaw, H. J. ....Harrisburg  
Carrington, J. S. ....Atlanta  
Casey, A. L. ....St. Louis  
Collins, S. A. ....Albany  
Evans, C. E. ....St. Louis  
Fisher, R. G. ....Denver  
Hawkins, R. E. ....Fort Wayne  
Hessenmuller, K. F. ....Harrisburg  
Jay, W. T. ....Atlanta  
Lahon, L. H. ....San Fran.  
Lawrence, R. T. ....Chicago  
Lawther, P. W. ....Dallas  
Lowe, E. E. ....Dallas  
Michaux, W. F. ....Atlanta  
McConnell, D. W. ....Albany  
Pack, L. O. ....Atlanta  
Peoples, F. H. ....New York  
Ring, N. A. ....Albany  
Roberts, J. G. ....Albany  
Schuster, F. C. ....Atlanta  
Spurgeon, T. J., Ft. Wayne

The following were awarded \$50.00 as winners in the Contest:

### DIRECTORS

Defler, B. A. ....Chicago  
Mattingly, N. ....Denver  
Vortigern, H. A. ....Philadelphia  
Stovall, G. P. ....Washington

### MEMBERS

Allen, G. W. ....Chicago  
Ashley, M. A. ....Atlanta  
Babbitt, H. F., Eng. Sales  
Behen, J. J. ....Chicago  
Bowen, G. E. ....Chicago  
Carpenter, W. H. ....Chicago  
Cheney, L. W. ....Ft. Wayne  
Cline, J. J. ....Atlanta  
Cox, L. P. ....Atlanta  
Crow, L. W. ....Atlanta  
Daley, O. B. ....Albany  
Earle, H. U. ....Denver

Poster, W. A. ....Chicago  
Greer, L. F. ....Chicago  
Hartsough, J. C., St. Louis  
Jewell, R. W. ....Denver  
Lipes, R. B. ....Chicago  
Manning, J. J. ....Chicago  
Offerle, W. B. ....Harrisburg  
Prigg, J. M. ....Harrisburg  
Redford, S. J. ....San Fran.  
Tomlinson, R. E. ....Dallas  
Williamson, S. P. ....Atlanta

# Closing Address

By Mr. S. F. Bowser, President.

## We Are Never Too Old to Learn.

It is getting late and there has been so much said that there is not much left to say. But this is what is on my heart and uppermost in my mind. You men have come here for a purpose. We wanted you to come and you have wanted to come, and consequently we met here. If we have not given you a licking, then your coming has been a failure. Just to give you a little line as to what I mean by giving you a licking.

"Mr. Carpenter says: 'I am licked. Mr. Gallmeyer can sell five kerosene tanks in his territory where I only sell one.'"

He is not the only one.

There are several of you men who have said:

"I see things different that I used to. When I first came here I thought I was all right. I was here last year and I got things better. I am going to get better this year."

I am pretty old in this game. The fellow who comes here with a bit in his mouth, as I have seen in my time, a man that we never reached when he was here and when he went away from here he went with the bit still in his mouth. He did not learn anything. He knew more than we did when he came here.



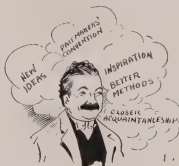
STEEL MEN COME IN WITH A GRIN

There is no child under God's heaven so good as the child who is obedient. You can tell an obedient child something. God loves an obedient man. If there are two men, one of who is obedient and the other who makes sacrifices, God loves best the obedient one. The man who stands high in the estimation of Bowser & Co. is the man who, as Mr. Briggs says, is working in co-operation with us, a part of us; a man who is willing to tell us something and the man who is willing to be told something.

We have learned a lot of things from salesmen, but it was thru their co-operation. As big as the organization is and little as I know about it technically and mentally, there are some whose names I love to hear, because they co-operate with us, they make no trouble. Trouble is only business if we get at it in a business way, but foolish men get into trouble. We have a lot of men we never have trouble with, we simply have a nice business proposi-

tion. It is splendid that we can get together in hearty co-operation and I have heard it said by men who have been to a great many conventions:

"I have never seen such a splendid spirit of co-operation, willingness to work, willingness to help, to get out of it what they can. I am getting steamed up to the notion that we are going to do a big business."



"I SEE THINGS DIFFERENT THAN I USED TO"

## Business Is Better.

I went over to Mr. Steger, our Purchasing Agent.

Whenever I want to feel the pulse of business, I ask him how things are looking. Our Mr. Steger knows more about anything along these lines than anyone else in our organization. He has to do with the metal men of this country in a very substantial way, and he says there is a wonderful change within the last few days. It is absolutely better.

Steel men come in with a grin on their faces. They mean it. There is absolutely a better feeling. Boys, with a better feeling and with a hearty co-operation, what is between us and a splendid success this year?

Some of the boys have told me:

"I got in by just a narrow margin. Believe me, I am going to get into the game right off the bat next year."

That is fine. I am glad to know that, I am glad to have so many of you tell me of the splendid things and the good things. Even the best man can learn something. He gets a different point of view and a great deal of help.



THAT'S FINE

## Obedient Co-operation Means Success.

Brethren, hear me, the greatest thing is obedient co-operation. Co-operation will bring efficiency. If you are heartily efficient, you will be efficient and if you are in accord and efficient, you will be interested enough in your work to get out and work, as I have said previously, like you did before. I am no spring chicken.

I have been around a little. Some of you fellows ought to punch a clock. If you have



a boss over you, he sees that you do something. In a sense **you** have no boss. It is only your own good heart and your conscience to acquit yourself before God and before yourself. This is about the only boss you have.

You know how you ought to work while you are on the field. Put in a full day, do good, hard work.

Start early this year and get into the club. We want to see every last one of you here next year. I hope the number will be multiplied at least three or four times. It would be a real pleasure to see the Pacemakers' Club spring a surprise on us. I am sure that it is within the reach of ever so many more to succeed. I am glad that every one of you is here. I know you are glad. I hope that we will have the great pleasure of meeting you next year. I want to leave this thought with you.

This, I think, has been the most serious convention we have ever had. I want to emphasize all that I said regarding your hearty co-operation with the Manager of your Division. Co-operate with your Manager and you will please not only him but the management at Fort Wayne, as nothing else that you can do, and if you are a hearty co-operator, you will be successful and you will be a Pacemaker and be here next year.

God bless you all.



### THE CLOSING EVENT

**The Best Ever—At the Same Hour at the Hotel  
Anthony the Ladies Were Entertained  
With a Farewell Banquet While the  
Men Did Likewise in the Big Dining  
Room on the Second Floor.**

With two banquets at the Anthony Hotel, one attended by about sixty-five ladies, the wives of the visiting Pacemakers and Executives and Managers of the organization, and another attended by over two-hundred and twenty-five Bowser Pacemakers, Executives, and members of the organization, the Third Annual Convention of the Pacemakers' Club of S. F. Bowser & Company came to a close. Mr. Bowser declared that the Convention was the "best ever" held and in his position as toastmaster, lauded the star salesmen who belonged to the 1914 Pacemakers' Club.

Preceding the banquets, an informal reception was held in the lobby and on the balcony at the hotel. Here the fun started. A life-size imitation goat was shown by the Fort Wayne delegation as "Brown's Goat." Mr. H. W. Brown, Manager of the Atlanta District, won

the cup in 1912. Atlanta had led Fort Wayne almost to the finish when Fort Wayne nosed Atlanta out of fourth position. This, the Fort Wayne delegation thought was sufficient to get Atlanta's Goat and they tried to rub it in accordingly. But—and thereby hangs a tale.

The Chicago delegation suddenly appeared on the scene in green capes and colonial soldier-like hats, armed with sword and rifle. They marched around the balcony, downstairs and around the banquet table of the ladies, back again upstairs where they presented arms and finally fired a real salute with real blank cartridges in honor of their vanquished foe, San Francisco.

Fully up with the "Windy City" crowd, however, was the combined Fort Wayne and Engineering Sales Delegation who wore red paper hats with appropriate shoulder decorations. The fun that was started at this reception continued on an increasing scale as the banquet progressed.

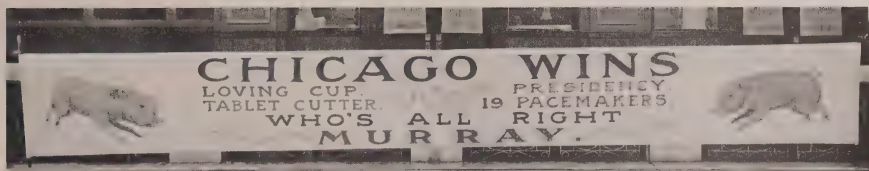
The following menu for the men's banquet was also served for the ladies. The ladies, however, were given beautiful French nosegays as souvenirs while the men had bouteniers:

CELERY	OLIVES	RADISHES
	SALTED ALMONDS	
	FRUIT COCKTAIL	
	GREEN TURTLE SOUP	
BROILED WHITE FISH	SARATOGA CHIPS	
	MONGOLIAN PHEASANT	
EARLY JUNE PEA	POTATO CROQUETTES	
	WALDORF SALAD	
ASSORTED CAKES	NEAPOLITAN ICE CREAM	
	COFFEE	

The program as originally outlined, was as follows:

Toastmaster	-	-	-	Mr. S. F. Bowser
Music	-	-	-	Orchestra
Announcement	Tablet Cutters	-	Mr. A. Z. Polhamus	
	Mr. W. V. Crandall,		San Francisco	
	Mr. R. T. Lawrence,		Chicago	
	Mr. J. H. Armstrong,		Engineering Sales	
Presentation	Senior Office Cup	-	Mr. S. F. Bowser	
Winner:	Chicago District,		Mr. L. P. Murray,	
	Manager.			
Presentation	Junior Office Cup	-	Mr. S. F. Bowser	
Winner:	Denver District,		Mr. C. C. Barnett, Mgr.	
Address	-	-	Mr. W. D. Headrick	
Address	-	-	Mr. Frederick Landis	

The ladies were entertained by music and an appropriate program of recitation, song, etc.



Prize-Winning Delegation From Chicago Dist.



Triumphant Entry of the Chicago Delegation



The Chicago District Crack Marksmen

Down at one corner of the Banquet Hall were the Factory representatives with a "42-centimeter gun" and an appropriate sign. This sign read as follows:

### THE SHOP

Haven't you heard of this branch—Eh? Listen!

425—Pacemakers—425

425—Tablet Cutters—425

425—Live Wires—425

1—Living Cup Every Hour—1

Speed:

57 varieties.

We are not Pigs in **Taking** Orders but Hogs on **Filling**.

They broke in every once in a while with several songs and yells, two of which are reproduced to show you what they were doing to make the banquet a success.

### SONG

Is dos nicht der Factory Bunch?  
Yah, dos is der Factory Bunch.  
Is dos nicht der Grosvenor there?  
Yah, dos is der Grosvenor there.  
Is de Factory always busy?  
Yah, de Factory is always busy  
Making Bowser Pumps and Tanks,  
Making Bowser Pumps and Tanks.  
Factory Bunch—Grosvenor there,  
Always busy—Pumps and Tanks,  
O! you Bowser Factorie.

### YELL

Oskie, Wow, Wow,  
Skinny, Wow, Wow,  
Bowser Factory—Wow.

The Chicago delegation, nineteen strong, with Mr. Murray and Messrs. Carriger and Kingsley with them, made the great "hit" at the banquet. Their yell,

Sit down, sit down, sit down  
Sit down, you're rocking the boat,  
Sit down, sit down, sit down,  
Chicago's got your goat!

Answered every argument that was brought forth by the other delegations. Their song,

We've been working for Chicago  
All the live-long day!  
We'll keep working for Chicago  
Until we pass away!  
When Gabriel's trumpet starts blowing  
We'll be working still;  
Now we're started we'll keep going—  
Will we? You bet we will.

was appropriate and contained a sentiment that if followed in 1915 will land them the Cup again another year. We reproduce for your benefit one more of their songs and another yell.

It's a long way to San Francisco,  
It's a long way to go.  
It's a long way to Harrisburg,  
The saddest place we know.  
Goodbye old Harrisburg, farewell Frisco too,  
We're going back to old Chicago,  
The grandest place we know!

### YELL

Come on you rooters if you want to cheer,  
For Chicago's team it is right here,  
They know they'd win and you see it is so,  
For Murray's team is not so slow.

Every Chicago man wore a clear, artistic Chicago badge with Chicago on a bar at the top with a green ribbon by which was suspended a miniature hog. At each plate was a buttonhole bouquet, the Chicago boys being especially favored with green roses in honor of their "Irish."

The Denver delegation displayed a banner which was as follows:

DENVER IS NO PIG—  
JUST A SHOAT

1st Class, Denver	128 4-10%
2nd Class, Washington	Less
3rd Class, "Chi-the-Windy"	Still Less
	"Nuff Said."

San Francisco, Albany, Harrisburg and the other delegations all had their say at appropriate times. Mr. Gallmeyer, the one and only from Lexington, had two yells of his own, the purport of which was to ask the Pacemakers to

"Watch Lexington Grow!"

Mr. E. J. Little, Manager of the Fort Wayne Sales District, together with Mr. H. C. Storr, Manager of the Engineering Sales, led the delegation in that corner of the banquet hall. They had some excellent parodies on the other Offices. Mr. Little conducted the songs, a la Sousa with beard and wig. It was an excellent impersonation and worthy of mention.

As the menu was about finished, the ladies, who had been enjoying a less noisy but just as happy a time in the main dining room on the first floor of the hotel, marched into the men's banquet hall singing to the tune of "It's a Long Way to Tipperary," the following:

It's a long way to January,  
It's a long time to wait.  
It's a long way to January,  
Be sure you're not too late.  
Good-by Pacemakers,  
Farewell everyone.  
When you come again next January,  
Bring the girls; we'll have some fun.

Seats were provided and they spent the rest of the evening listening to the program prepared for the men's banquet.

Mr. Bowser introduced Mr. A. Z. Polhamus, Chairman of the Executive Board, who personally addressed the Tablet Cutters for 1914 and the twelve men who ranked next to them. In presenting the men, Mr. Polhamus characterized them as the "cream" of the Bowser Sales Organization, and declared the present meeting the best ever held by the firm.





The Prize-Winning Delegation From Denver Dist.

Mr. Bowser then presented the Senior Office Loving Cup to District Manager, L. P. Murray, and his nineteen Pacemakers from Chicago. He then presented the Junior Office Loving Cup to Mr. C. C. Barnet, District Manager at Denver, and his five Pacemakers.

Mr. Bowser's keynote in his talk of presentation of both cups, was the fact that it took ability, salesmanship and business to win these cups, and the results showed that every man had given the best that was in him. Mr. Murray and Mr. Barnet both made an appropriate response, pledging their respective Districts to retain the cup in 1915.

W. D. Headrick, an Indianapolis attorney, who was to have made an address, was unable to come and Frederick Landis, of Logansport, former congressman and candidate for lieutenant governor on the progressive ticket, took both Headrick's and his own place on the program. Landis delivered an able eulogy on Abraham Lincoln, tracing his life from the time of his birth in a Kentucky log cabin, to the presidency and death. Interesting anecdotes portraying phases of Mr. Lincoln's char-

acter were told by Mr. Landis, and his talk was full of interest. Frequent applause interrupted the speaker and his address was enjoyed to the fullest extent.

Preceding his talk, Mr. Landis took time to make a few comments about the last election and here are some of them:

"I think any member of the Progressive Party is entitled to something, if he is even able to sit up and take nourishment now. I have come to the conclusion that there is little reward for good in this world, anyway," he said in considering the results of the 1914 contest.

The remarkable showing made two years ago was mentioned, and Mr. Landis declared that many speculations were made as to what caused the change in the political complexion of the state a few months ago. That the Progressives still have their platform and right to habeas corpus was the substance of one of his expressions. The last election refuted the saying that the Progressives were a one-man party, anyway, said Mr. Landis, because it showed that there were two or three left.

At the close of his address, E. F. Yarnelle, upon special request of Mr. Bowser, sang "Old Fashioned Mother," a feature that Pacemakers have enjoyed for several years.

In concluding the convention Mr. Bowser said in part:

"We are coming to the end. This has been the best convention we have ever had, not the largest, but it has been a convention of high order. We have been driven fast through our business career. Since we have been preparing for this convention, we have gone on in such

haste that we have scarcely had time to get ready. But never have we come into a convention with such good preparation as we have for this one. We have tried to eliminate all the disadvantages possible, and have been able to do so pretty far with the co-operation of every man."

Mr. Bowser then thanked the men for their hearty co-operation and predicted that with their spreading it among the men now in the field, that: "I am sure as it has been said, that 1915 will be a record-breaker in our line of business."

## THE SOCIETY OF THE YELLOW DOG.

One of the fine hits of the Convention was the establishing of a branch of the Ancient and Independent and Effervescent Order of the Yellow Dog. This is a little social order founded upon Friendship, Fidelity and Fun, fun being the potent factor of the degree.

You might wonder why we would call such a magnificent order as this the Yellow Dog, but fidelity always cuts a large part in this order and there is nothing in this world so faithful to his master as a little yellow dog.

You can kick him, cuff him around and starve him to death and yet he is willing to lay at your feet and guard you while you sleep; hence we take that name for our noble order. It matters not where your travels may lead, you will find Yellow Dogs, and when you find one you have found a sincere, true and faithful friend.

The picture reproduced shows the Officers of the order. All were initiated from Mr. Bowser down to the youngest member of the Pacemakers' Club.



## RECEPTION AND TEA

The Visiting Ladies Were Entertained Thursday and Friday  
Afternoon by the Local Ladies.

The following invitations are really self-explanatory. They, however, do not convey the splendid time the ladies had at both the reception and the tea.

As we have had no training as Society Editor, we are not going to attempt to say anything more about these two events. We believe that the ladies can think for themselves what occurred at each place.

MRS. ROSSER MCCLURE  
MRS. A. Z. POLHAMUS  
MRS. S. B. BECHTEL  
MRS. C. A. DUNKELBERG

TEA

McCLURE PLACE  
FRIDAY, JANUARY EIGHTH  
NINETEEN FIFTEEN

MRS. W. G. ZAHRT  
MRS. H. J. GROSVENOR  
MRS. A. S. BOWSER  
MRS. L. F. JOHNSON  
MRS. H. M. BOWSER

RECEPTION

2334 HOAGLAND AVENUE  
THURSDAY, JANUARY SEVENTH  
NINETEEN FIFTEEN

THREE TO SIX

# Collection And Terms

By Mr. C. A. Dunkelberg, Treasurer.

There are four steps to every sale.

- (1) Securing the order.
- (2) Ascertaining the customer's credit standing.
- (3) Shipping the goods.
- (4) Settlement, collecting the amount due.

## Making the Sale.

Mr. Polhamus and Mr. Bowser told you something yesterday about how a sale should be made. I want to emphasize what they have

said, for the reason that the outcome depends upon what the salesman has told the customer, or led the customer to believe. The salesman is a missionary to good practices, and it lies within their power to correct a great many of the difficulties that are experienced in the Credit and Collection Departments. You men

MR. C. A. DUNKELBERG,  
Treasurer

should understand that you are missionaries, not only for the goods of the house, but missionaries of good business practices. You have the opportunity to do your best work in accord with the spirit which underlies the finest charity, "To help a man help himself."

In making a sale the salesman should be careful not to oversell; to sell on the shortest time possible; to be sure that the customer understands just what he is to receive; to know that the city or town will permit the outfit sold to be installed, which will preclude the possibility of our being obliged to take back the goods, in which event the salesman

not only loses his commission, but is also charged the outgoing and incoming freight; to see that the customer understands that he is to pay interest on payment accounts; to see that the order is made out properly; that the order is

signed; that the correct amounts are stated in the terms; that where cash is received with the order, the receipt is properly filled out, dated and signed, and that the proper amount of money is received.

Under the heading of "Making the Sales" properly goes the matter of terms. Mr. Bechtel explained the terms yesterday in his talk. I just want to call your attention again to the premium paid for short time orders, and the penalty for long time orders, and will try to tell you briefly why it is to your advantage, as well as ours, to sell on short time. Aside



TO SELL HIM MEANS A WASTE OF TIME AND A LOSS TO BOTH OF US.

from the increased commission, when a sale is made on short time, the account is paid more promptly, there is less chance for loss by failure, less chance for customer to imagine there is something wrong with his outfit, less cost to collect and, finally, the salesman is credited with the commission held in reserve.

## Cost of Making Collections.

The cost of collecting accounts at the best is quite an item. The cost to collect partial payment accounts is from — to — per cent. This is occasioned by the bank charging for collecting notes, clerk hire, overhead, etc. It costs us at least — per cent. for every letter or request that is made for payment. It has been found that it requires on an average two requests to secure payments. There is a difference of about — per cent. between the number of short and long time orders that are placed with attorneys. When an account is placed with an attorney, the firm might better have not had the sale, for after they pay the collection expenses, such as attorney fees, etc., the profit is wiped out, to say nothing of the expense that has been incurred in an effort to collect the account before placing it in the hands of an attorney.



We have had brought to our notice in the past that some of the salesmen give the customers the impression that if they cannot pay at the end of 30, 60 or 90 days, all they have to do is just write the house and we will be only too glad to extend their time of pay-



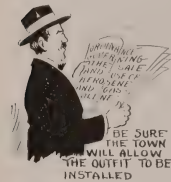
THE PREMIUM CHARGED FOR SHORT TIME ORDERS WILL BE CHARGED BACK TO THE SALESMAN

THAT'S FINE

SURE, IF YOU CAN'T PAY IN 90 DAYS, THE COMPANY WILL BE GLAD TO EXTEND YOUR ORDER



ment as long as they want us to. I might say here that where it is shown that the salesman left this impression with the customer, or told him that we would extend the time of payment, the premium paid for short time orders will be charged back to the salesman. We are obliged in the regular course to carry a great many accounts longer than the time specified in the terms. You will recognize that it is a pretty hard matter for us to turn a customer



down in making request for extension of time if the salesman has told him that we would be glad to extend the time of payment.

### Credits.

This is a very important step in the transaction. Ninety-five per cent. of the business done in this country is done on credit. The salesman should make due investigation as to the man's ability to pay, for if he cannot pay it is not only a waste of time to try to secure his orders, but it means a loss to both of us in the end.

Credit information can be secured through banks, wholesale dealers, and others.

We have promulgated a system this year, which has been tried out in several districts, and has proven entirely satisfactory in every respect, and it will be extended through the remaining districts. In brief, the system is this: You will be furnished with a pad of requests for special reports. Where the party does not bear a rating or is rated less than a certain amount, a request is made out and forwarded to the district office of the Reporting Company, who will forward the report to us through their main office. You will recognize the value of this for the reason that the report is received in the same mail, or the following mail after the order is received by us. This enables us to handle the order more promptly, make shipment more promptly, etc.



### Shipping the Goods.

We are abundantly able to take care of all shipments promptly, therefore, there will be no difficulty from this source.

### Collections Made Easier by Co-operation of Salesmen.

The salesman feels, of course, that making the sale is the most important event in the transaction. The Collection Department naturally feels that the collection of the account is the most important event, and I believe you will agree with me that it is a very important step, for if collection is not made, there is no use in selling goods.

The Collection Department work can be made easier by co-operation on the part of the salesman. I do not mean by this making a collector out of the salesman, but by keeping in mind the points brought out in the fore part of my talk you can help the Collection Department to a great extent. I appreciate the fact that there are some customers in the world who will claim that the salesman said thus and so in order to delay payment. If the salesman will see to it that he has done everything in his power to make the matter clear and plain to the customer it will help us to a very great extent in the collection of the account.



THE BANK AT LA ROSSE CLOSED IT'S DOWN

Another point is that salesmen should answer letters addressed to them promptly. In some instances it is necessary to write the second and sometimes the third letter before receiving response. This is wrong, as it delays settlement and gets us in bad with the customer because we do not answer his complaint promptly. I know that some salesmen do not like to write letter, also that it is not always possible for them to see customers at the time the letter is received, but the least you can do is to write:

"Letter received. Will see Mr. Jones within seven days, or whatever time may be necessary."

The Collection Department will then know that the matter will have your attention and can so advise the customer.

### Things for the Salesman to Remember.

That the War Tax Stamp is to be placed on the blanket note form of contract only, not on the short time order blanks; that the tax is 3 cents on every \$100.00, or fraction thereof; that the stamp should be placed on the back of the note and canceled by the customer.

To see that payments on the blanket note are figured correctly; to see that the dates on

the blanket notes are filled in properly. We have had cases where the salesman would insert the month only, and some would leave off the year. Insert the full date—month, day and year.

Long term order written on short term blanks, also optional term orders written on short term blanks. If optional terms are desired, they should be written on long term blanks, filling out the blanket note.



That when an old outfit is taken in exchange, you are expected to send in an exchange card promptly filled out, being sure to give the serial number of the old pump.

That 5 per cent. discount is given purchaser on small orders, such as foot valves, portable nozzles, etc. Where the salesman fails to deduct this discount, it means that we have to make a refund. This applies, of course, as you understand, when cash in full is received with order. The five per cent. discount, however, does not apply to repair parts.

Salesmen should see that envelopes transmitting the orders are properly sealed. We had a case the other day where a letter was received containing an order and a \$10.00 bill, and the envelope was not sealed. You will recognize at once what it would mean had the \$10.00 bill been extracted before it reached destination.

### Letters That Are Amusing.

It has been said by a great many of you gentlemen that you would not have the Collection Manager's job if it was the last job on earth. You evidently appreciate what he is up against. You can lighten his burden materially by co-operating with him in the ways that have been suggested above.

We occasionally receive letters that are amusing, and I will read you several.

"Dear rFend

i got your leter some time ago and i roate to my wife to try and huayr som of them feolousup i got 284 on my books when i left the last i heard them got in 50c.

I had Bad Luck last someer at Madison, But i come out all rite i wate on the farmers and no crop so they cant Pay and the Bank at LaCrosse close it dorer and that made it still Worse i had in 40 akers of Flax and nevey Cut it and When i got hear the 3 day i took sick the Water is so bade i was sick 10 days the Dockr thought i was got to have tifoord feaver But i got over it all rite.

i got a house in Kenosha Wis and ant got no rent for 6 monts i nevy was stuck like this

if you will wait on me a little i pay you good intres i will pay my bills that is why i come out hear this Winter to Pay Wat little i owe and have some money to start in the spring dont thing i Beat you out of one cent.

Hoaping you will give me ae litl more time and you get your money and intres i may get in money at any time.

Hoaping this Will be all rite i Pay the Bill as soon as i got Plenty money if i could get it."

• • •

"i rout you some time eago eatt i mitt vitt ean axidantt i bact over de graid witt an AUTOMOBILE eand var ol brustopp eand i heav leidein bed for 3 monts eand i am nott jett so i cantt dou enyting eatt presentt bott i try de bestt i can wen i gett over mi siknes de out fitt stands ein my grages sem eas var seipt"

• • •

"With great shame I am answering yours of Nov. 21—1914 begging you warmly, to have more kindness, as you have had, in waiting for my account of \$80.25.

"Do not afraid please. If the luck has been in my favor, I could give you all what I ow you, with out your request. But as you know properly that the work is scarce, the business runs slowly, and what is out is too hard to collect, it brings me in position to stay arrier with your account owned you.

"Remember (this ward Gentlemen) I am wounded, but not dead, and if your great courtesy helps me in giving chance, I hope and promise you to do the best possible I can paying, you up to every cent that I ow you with out any dout at all.

"Hoping that your dignity gets pity allowing me the accommodation possible, being obliged for my life, I remain."

• • •

### COMPANY DINING ROOM.

One of the bugbears of previous Conventions has been the necessity for the boys going down town for their noonday luncheon. This requires practically an hour's time coming and going, which cuts the day much shorter. This time, however, the Management very effectively overcome this objection. A special dining room was enclosed in the factory and fitted up with all things necessary to quickly and efficiently serve a large number of men. The Paecemakers and all visitors, together with a number of the Home Office force, were invited to take their noonday luncheons in this dining room four days of the week, beginning Tuesday, until Friday.

Mr. Keenan, who has charge of the kitchen and dining room at the Fort Wayne Country Club, served the meals, and they certainly were gotten up in great style. To say that we were all agreeably surprised would be putting it mildly. Remarks were heard on all sides that "This is a real banquet," "Some feed," "My, that looks good," "Some class to that, believe me," etc., etc.

The boys who remained over for Saturday were invited over to the Company Club House. This arrangement for the noonday meal made it much pleasanter for all, as it gave the boys that much more time for visiting throughout the factory and studying methods of construction.



### WHAT HAPPENED TO "BROWN'S GOAT."

At the Convention Banquet the Fort Wayne boys got together and borrowed from a local furniture store a very handsome, stuffed Billy Goat. They labeled this "Brown's Goat."



During the banquet they had a great deal of fun over this goat, which was prominently displayed right back of them at the table.

That night Mr. Potts, "T. Cadwalloper," put the stuffed goat in his room for safe keeping. When he awakened in the morning, the goat was gone. No matter how diligently he searched, that goat had absolutely disappeared, leaving no footprints or trace after it.

Now the Fort Wayne delegation is passing the hat to take up a collection of \$9.50 to pay for "Brown's Goat." Mr. Brown wears a sphinx-like smile and looks very much like the cat after he had eaten the canary.

But, mind you, we make no insinuations at all. We simply give you these facts for your own consideration.



### DISTRICT MANAGERS, VISITING AND SPECIALTY SALESMEN ARE GUESTS OF THE BOWSER EFFICIENCY CLUB.

Tuesday evening, January 12th, was the time for the regular meeting of the Bowser Efficiency Club, composed of office employees, Managers and Executives at the Home Plant. As the District Managers and some of the Special Men and Salesmen were here, they were all guests of the Club.

The evening supper was taken in the dining room in the factory. Approximately 125 were in attendance. Talks from several of the different Branch Managers were listened to with a great deal of interest.

Mr. R. S. Colwell, Manager Harrisburg District, spoke on "How We Lost the Loving Cup." As this was a very painful subject with Mr. Colwell, he did not speak at length.

Mr. W. R. Hance, Manager Toronto District, gave a most instructive talk on "Personal Feeling and Attitude of the Canadians in Regard to the War." He spoke at length and held the interest of the Club throughout.

Mr. W. G. Zahrt, Assistant General Manager, talked on "How I Changed My Name to get Into Canada." It took some work on the part of Mr. Zahrt to explain this move on his part.

Mr. H. W. Brown, Manager Atlanta District, must have been advised by Mr. Little several days in advance, because when he spoke on the "Buy-A-Bale-of-Cotton Movement" he was cocked and primed to a finish. He carried his audience from the time the seed was put in the ground until it was sold to the cotton mills.

Mr. L. P. Murray, Manager Chicago District, spoke on "Complaints." This was an exceptionally good paper and surely started something.

Mr. S. B. Bechtel, General Manager, was never in better trim, and his talk on "Efficiency" was clear and to the point. Everyone present got the lesson and took it home with him.

Mr. S. F. Bowser spoke on "Co-operation." He clinched all that had been said before and complimented the Club on the good it was doing.

C. A. Dunkelberg, Treasurer, made "A Few Well Chosen Remarks." He didn't tell any stories, but what he said supplemented all that had gone before.

Mr. A. Z. Polhamus, Chairman of the Executive Committee, made "A Few Observations of the Evening." These were short but well received.

At the conclusion of Mr. Polhamus' talk the meeting adjourned.

Everyone present declared the evening well spent and from which a great deal of good was received.



**A LETTER FROM A NEAR PACEMAKER.**

Salesman L. B. Robinson of the Dallas District, wrote Director W. W. Ince of the Dallas District, an interesting letter before he came to the Convention which is well worth reading.

December 21, 1914.

W. W. Ince,

Oklahoma City.

Dear Bill: It seems useless for you to try any longer to conceal the information that you have gone and went and been and elected yourself our Director.

Outside of good looks, comfortable disposition, night-and-day-working disease, ability and keeping everlastingly pegging away, and a few odds and ends of that sort, I don't think you are quite so many pumpkins.

But in view of the fact that you have seen fit, notwithstanding all such handicaps, to become a Director all by yourself, and that you are not only a Director, but that extra-refined, super-nickel-plated person, to-wit:—a DALLAS Director, why, here is my neck on which to place a part of your foot, my hat in hand, one-half of my "makins," and a tickled-to-death expression all over me to think that YOU are IT.

As the proper sphere of any good Director is "to direct" I feel in the approaching conclave at Fort Wayne that Dallas need take a back seat for no other division, and you must grab a chair away up in front—vote early and often—and holler for the cotton and oil country every chance you get.

I am red-headed, too, but only temporarily and because I am not going along with you. Hope you don't get lonesome with only one Mann along, but try to live it down in public at least.

When you respond to a toast up there be careful to explain that while appearances are against the Dallas bunch we actually do have an assortment of workers who do not have rufous hair, but that we have every size, shade and shape, as well as samples on display at the Convention.

But as I personally prefer Directors in long sizes, moderately red-headed (all the time) and of at least 20-bbl. size in  $\frac{1}{4}$ " gauge, I have no kick to make this year.

Remember you alone are carrying all our bets, our good wishes and our votes; that some of us would cheerfully vote twice for you if required. This is not a handicap weight you

are carrying, but is designed to lighten you and increase speed like a flock of balloons.

We have a better Director and better able to do either high-class, or plain and fancy directing than anybody else's Director—and we know it. You don't need help but we wish we could give it to you. Switch your tail and paw the earth in Indiana, Bill, and snort fire whenever it seems necessary.

"Rare" back and sneeze every time one of them wants to tell you age by your teeth, and tell 'em the only reason we don't have quarter cracks in our hoofs down in Dallas country is because we haven't got the asphalt pavements—not because we don't know how to travel.

Tell them a whole lot of the rest of us have now got the ashes thrown in under us and we can grip the road and be up there near the judge's stand early in the next race, and that the whole Dallas bunch put together couldn't and wouldn't want to put up a better front than we are doing with Ince carrying all our colors.

If one of those Fort Wayne autos hoots down the back of your neck, don't yell and jump. Remember the best of them couldn't run a foot without a BOWSER station to nurse it. And even if you don't wear a license tag on your tonneau remember we all down here recognize our smoothest steen-cylinder when we sit in the hotel and see you pass outside the plate glass.

So go over that suit with care and take off all the price tags before you get on the train; sleep with your head towards the engine; don't give the porter more than a quarter even if you do have an expense book; take a taxi right from the depot to the hotel; have the time of your life and come back safe to us, to start the gang out right for 1915.

Sincerely,

(Signed) LEONARD ROBINSON.

• • •

**NEEDLESS TO SAY IT WAS A BOWSER.**

A. B. Snyder, proprietor of a garage in Grass Valley, Cal., has the unique distinction of operating a gold mine in connection with his automobile business. In excavating for an underground gasoline tank the workmen uncovered a ledge of gold quartz at a depth of six feet. After running down one hundred feet bad air was encountered, which hindered operations. To overcome this arrangements were made to force pure air, utilizing the air compressor in the garage for that purpose.

## THE McCONNELLSVILLE FIRE REPEATED

**A Big Fire Occurred at Parkersburg, W. Va., in the Same Manner as the one at McConnellsville, O., But Without Loss of Life.**

The following letter from Salesman E. W. Cady, Jr., of the Washington Office, together with reproduction of the clipping from the local paper, is self-explanatory. It is simply another evidence of the insurance afforded users of Bowser Equipment. Fortunately, in this

instance no lives were lost. You will recall the McConnellsville fire, under like circumstances, destroyed nine lives:

"I enclose clipping from local paper that I think will be of interest to you. I came very near losing my life and was badly singed. We will sell these people as soon as they move in their new garage.

"I am as enthusiastic as ever about our line and expect to send in a big tank and pump order Monday.

"Yours respectfully,

(Signed)

"Edward W. Cady, Jr."

## GARAGE LOST IN BAD FIRE

**FUMES FROM DRUM OF GASOLINE  
LINE IGNITED BY FIRE IN  
A STOVE.**

**BUILDING AND CARS A MASS OF  
FLAMES IN A FEW  
SECONDS.**

**FOUR NEW CARS AND THREE  
OLD ONES WERE BADLY  
DAMAGED.**

When an employee of the Parkersburg Overland Co., opened a gasoline drum at the plant on Seventeenth street yesterday afternoon the liquid and gas fumes shot out into the room and caught fire from an open gas stove in the rear of the garage, practically destroying seven automobiles and doing much damage to the building. The estimated loss is approximately \$6,000, with no insurance either on the building or the mobile property. The building is owned by Thomas Savage, and the principal stockholders of the Parkersburg Overland company are O. C. Pratt and George McDonald. The loss entailed in the damage to automobiles was placed roughly at \$5,000.

At the time of the blaze seven people were in the garage, and it was stated following the fire by some of those there at the time that an explosion which would have wrecked the plant completely and probably have resulted fatally for those standing near, was narrowly averted.

Four of the cars destroyed were new Overlands, the others being owned by Ernie Mallory, Clyde Fouse and E. A. Meade.

The fire started when a drum of gasoline was opened in front of one

of the new cars which was to be filled with the liquid. When the tap was taken off the gasoline shot clear to the ceiling. When the fumes were detected immediately by O. C. Pratt he shouted to a boy in the front office near the drum to turn off the gas fire. This was done, but the gasoline caught from a stove in the rear. A sheet of flame at once covered the building.

The tap on the drum was replaced at once, but was not screwed on tightly. It was pointed out later that if it had been screwed clear down that an explosion would have occurred. As it was, the gasoline was allowed to burn itself away through the opening around the tap. It acted in this way as a blow-pipe.

All the fire departments of the city were called to the scene. Nothing but water was used in fighting the flames. As the ceiling had become so saturated with the liquid and the building was so filled with fumes which were burning and had caught to various parts of the plant and cars, it was a difficult blaze to fight. It took some time to get the flames entirely under control so they would not endanger other nearby property.

E. W. Cady, representative of the S. F. Bowser & Co., Washington, D. C., was in the garage at the time. He stated to The News soon after the fire that a sheet of flame spread over the plant in an instant, when all started for the exits. Mr. Cady stated that the peculiar thing about the matter was that he had gone to the garage purposely to inquire of the Overland company why it had not been using the Bowser tank manufactured by his company which was installed underground in the corner of the garage, which equipment is claimed by his company to be fireproof and a safeguard against such an accident as occurred.

Mr. Cady on running from the building sent in the alarm by telephone, each of the departments being called in turn.

Mr. Savage stated last night he would repair the garage.



Hear, O Father, on Thy throne,  
Thy servant's prayer this night;  
Good and holy is Thy name;  
Oh, guide me now aright,

Oh, Thou who bidst the widow come,  
The fatherless, poor, and cold—  
I claim the promise of Thy word  
Which comes to us of old.

A widow—nay, my husband lives,  
Strong in his arm and heart;  
But days and weeks—yea, months oft pass,  
And we must dwell apart.

His heart for me is true as steel,  
He loves with fond devotion;  
For all the world he kindly feels,  
But mine's the larger portion.

Within the hollow of Thy hand,  
O God, let him be ever;  
Wild dangers lurk about his path,  
Oh, leave him, leave him never.

So oft he moves on speeding trains,  
'Cross swollen, treach'rous stream;  
His keeping in Thy hands I leave,  
Then sweetly can I dream.

I do not pray to Thee, O God,  
To shield him from temptation;  
In his pure heart no guile is found;  
He's the noblest of creation.

But, Father, when in honest search  
For trade—a calling true—  
Help him to fill his order book,  
And give him strength anew.

Then when his very soul is sore,  
When merchants are so hard,  
Give him courage, strength and light  
To win his just reward.

When panic comes or trade is dull—  
The world to him is blue—  
Then, heav'nly God, inspire with hope,  
As Thou alone can do.

Be near to comfort and to cheer  
When Sabbath day shall come,  
My darling husband—bless his soul —  
Will miss his precious home.

No business then his mind to fill,  
No wife to speak in cheer;  
But in his room he spends the hours—  
Oh, wilt Thou then be near?

Now, Father, give my head and heart  
A strength that will not tire;  
For mother, father—both I am—  
Our children to inspire.



To other wives my heart goes out;  
For them I, too, would pray.  
These, like myself, in loneliness  
Must live from day to day.

Hasten, Lord, the time to come  
When he the road can quit;  
Then 'round our own sweet fireside  
We may together sit.



### BOWSER STOOD THE TEST ALRIGHT.

Driftwood, Texas, 12-22-14.

S. F. Bowser & Co.

Dear Sirs:—

Please send us a measuring pole for our 4-bbl. Gasoline outfit purchased from you some time ago. Our building and contents was destroyed by fire and the Bowser was the only thing that stood the flames. You can saw the pole in two and mail it and we can splice it.

Yours truly,  
PURYEAR & WISE.



"There's many men who fail just when  
They're about to make a hit,  
And the reason why, they can't deny,  
They get cold feet and quit."

"This old world we're living in  
Am mighty hard to beat,  
We get a thorn with every rose,  
But ain't those roses sweet?"  
(Signed) P. W. LAWThER.



## Kerosene-Lubricating Contest

The Following Standings have been Figured in Accordance with the Rules as Given you September 1

The final reports are all in regarding the "Kerosene-Lubricating Contest." The results are very interesting and we wish to congratulate the winners. We have ordered the medals which intrinsically are valuable, and as far as the honor is concerned, are invaluable.

The medal itself consists of the Bowser trade-mark in sterling silver. Attached to this are sterling silver bars with appropriate wording designating just what each bar signifies. Mr. R. G. Fisher, of the Denver District, is the only salesman who will have three bars. He qualified according to the number of outfits, was in the District that sold the greatest number of outfits according to population, and he sold more outfits in his own District than any other salesman.

Harrisburg captures two of the capital cash prizes, Mr. R. D. Leonard being first, and Mr. A. G. Hartgen being third. San Francisco is not left out as Mr. R. J. Coddington secured second place for the greatest number of outfits sold by an individual salesman in the United States and Canada.

The following is the official record and is self-explanatory:

### BRANCH OFFICES IN ORDER OF STAND- ING IN K. & L. CONTEST, 1914.

The following standing has been figured in accordance with the rules as laid down in article 2, which designated that the district selling the greatest number of outfits according to population would be declared the winner.

1. DENVER
2. WASHINGTON
3. TORONTO
4. SAN FRANCISCO
5. PHILADELPHIA
6. HARRISBURG
7. ATLANTA
8. CHICAGO
9. ST. LOUIS
10. FORT WAYNE
11. DALLAS
12. ALBANY.
13. LEXINGTON
14. NEW YORK
15. ENG. SALES

The following salesmen are entitled to the capital cash prize as designated in Article 4. Each of these salesmen sold individually in the order named the greatest number of outfits in the U. S. and Canada.

NAME	PRIZE
1. R. D. Leonard, Harrisburg .....	\$100.00 in gold
2. R. J. Coddington, San Francisco .....	75.00 in gold
3. A. G. Hartgen, Harrisburg .....	50.00 in gold

### THE LARGEST NUMBER OF OUTFITS IN EACH DISTRICT (Article 3)

The following salesmen are entitled to the award under Article 3, having sold the greatest number of outfits in their respective districts:

W. F. Foley .....	Albany
F. C. Schuster .....	Atlanta
G. W. Allen .....	Chicago
E. P. Dolan .....	Dallas
R. G. Fisher .....	Denver
S. F. Taylor .....	Eng. Sales
R. D. Leonard .....	Harrisburg
H. A. Vortigern .....	Philadelphia
R. J. Coddington .....	San Francisco
N. Paquette .....	Toronto
D. W. Darden .....	Washington
W. H. Pritchett .....	Fort Wayne

### MEDALS

The following salesmen are entitled to the medal with one, two or three bars attached, according to the amount specified after their name:

NAME	BARS
R. D. Leonard, Harrisburg .....	2
R. J. Coddington, San Francisco .....	2
A. G. Hartgen, Harrisburg .....	1
H. A. Vortigern, Philadelphia .....	2
N. Paquette, Toronto .....	2
D. W. Darden, Washington .....	2
W. F. Foley, Albany .....	2
E. P. Dolan, Dallas .....	2
J. B. McCormack, Toronto .....	1
G. W. Allen, Chicago .....	2
F. C. Schuster, Atlanta .....	2
W. V. Crandall, San Francisco .....	1
E. F. Klotz, San Francisco .....	1
R. T. Lawrence, Chicago .....	1
D. W. McConnell, Albany .....	1
J. P. Michie, Washington .....	1
B. M. Smith, Washington .....	1
L. W. Crow, Atlanta .....	1
R. G. Fisher, Denver .....	3
C. P. Law, Harrisburg .....	1
S. F. Taylor, Eng. Sales .....	2
A. M. Lucas, Denver .....	2
W. H. Pritchett .....	2

Let your story be short but convincing. Avoid argument; it is a waste of time.

Nothing produces so many failures as the fear of failure.

Would you catch up with a better job ahead? Then keep ahead of your job.

# Boomerette

(FOR ALL BOWSER SALESMEN)

No. 3

Jan. 28, 1915

GENTLENESS has in recent years become a business virtue. It has proved far superior to roughness and bullying. With very few exceptions, the men who are now at the top of the great corporations are men of quiet manner and courteous speech.

It is a good thing for a man to have a roar in his lungs in case it may sometime be needed. It is necessary for him to be strong-willed and resolute at all times. But no matter how strong he is, or how resolute, is always wise to try the gentle way first. More flies are caught with sugar than with vinegar. A pat upon the back stiffens ones backbone while a roar oft'en-times melts it.

In the early days of commercialism, men undervalued gentleness. They undervalued steam until Watt and Stephenson and Fulton showed what steam could do. They undervalued electricity until Morse and Bell proved what could be done with the tiniest of electric currents.

They undervalued air until the Wright Brothers began to fly with aeroplanes. And in the same way they undervalued kindness and courtesy, until they saw in almost every line of industry the gentle-mannered men moving to the top.

Slowly and after many mistakes, we are learning that the way to build up any business is to make friends for it. We are outgrowing that juvenile idea that business is a game or a fight. And we are being taught, in the college of Hard Knocks, that the best asset any corporation can have is the good will of the general public.

Very truly yours,

*Geo. A. Townsend*

Editor Boomer.





A pleasing personality and a charming smile are at high watermark in value right now.

A salesman who possesses both will not only make sales, but pave the way for many more sales in the future.

# *Boomerette*

(FOR ALL BOWSER SALESMEN)

No. 2

Jan. 20, 1915

Whether you experience hard times or not depends more upon what you do to get business than upon any general condition of affairs throughout the country.

The less you have to say about your competitors the better, but if you must talk about them, see that you say something good.

"I propose to fight it out on this line if it takes all summer," was a famous message from General Grant in his advance on Richmond, and it did take all that summer and well into the next spring. Arm-chair strategists and newspaper tacticians criticized and stormed, but Grant did not swerve. In the scheme of the commander-in-chief there was one thing to be done first. He did it, and ended the most lamentable war of history.

Of necessity, our daily work is made up of different tasks, all of which are in pursuance of some definite aim, and the aggregate of the accomplishment of individual purposes is the measure of company prosperity and success.

We all recognize and appreciate the value of efficiency. We look up to the man who does things--who makes good. We have an inward feeling of satisfaction--even one of justifiable pride when we know that we have faithfully performed allotted duties and borne our part in producing desired results. Each task assigned to us involves minor elements which lead to the ultimate end--a chain, as it were, made up of connecting links.

Each of these minor components must be taken care of by itself and in its order, and if this is not properly done, it means that as one goes ahead there is always the possibility of trouble behind. In the end it means that the whole chain will be no stronger than its weakest link.

"Have a work for every moment and mind the moment's work", is an old saying. Do one thing at a time and do that with you whole heart and soul. It is not for you to worry about what others may or may not be doing. You have the right to rely on their co-operation and to assume that they will perform their part in the general plan.

The first principle instilled in each member of a boat crew by the coach is to mind his own oar and watch a point in the middle of between the shoulders of the man in front and not to look to the right or left under any circumstance--to concentrate his thought, strength and skill upon his individual position, for experience has demonstrated the value of this requisite as a factor in the winning of the race.



It is to be admitted that concentration requires strength of will and self-denial. We are prone to yield to distraction and outside influences. It is not always easy to subordinate other interests to the matter in hand, but results are secured and knowledge or skill in any line is only valuable because they are obtained with effort.

If one will strive for and cultivate the habit of concentration, its practice will constantly take the place of uncertainty and confusion. Uncentered energies mean misdirection and waste. In short, in the elements which we recognize to constitute the difference of power in men, none is more potent than that of concentration.

Very truly yours,

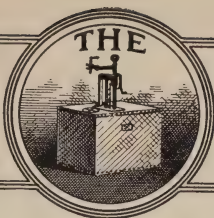
A handwritten signature in dark ink, appearing to read "Geo. A. Tompkins". The signature is written in a cursive style with a large, sweeping initial "G".

Editor Boomer.





# BOWSER



# BOOMER

VOL. XI

February 1, 1915

No. 3

## Features in This Number

<b>The Service Department</b>	Mr. D. A. Corey
A Londoner's View Point	Mr. A. W. Macleod
Terms and Quantity Discounts	Mr. W. G. Zahrt
Quaker City Illustrations	Illustrated
A Large and Modern Public Garage	Illustrated

## One of a Series of Advertisements Appearing in the Grand Rapids, Mich., Papers



### Another Step Forward!

We have just installed another **Bowser** gasoline tank and pump at our Down Town Service Station located at intersection of Lewis, Fulton and Commerce.

This new pump is equipped with a five gallon stroke, which means that we can gas your car in one-fifth the usual time.

This feature is a big time saver and should appeal especially to owners of trucks and delivery cars. This added equipment gives us three pumps instead of two and insures a better and prompter service to our rapidly increasing trade.

### For Winter Motoring

To those who drive their cars during the cold weather we can honestly recommend our high grade **XLGR Brand of Gasoline**—high in test, high in power. Your motor starts easier, gets away quicker, and the results are more satisfactory all the way around.

### Our Service Station Price, 16c per gallon

We are prepared to put this high grade gasoline directly into your car from one of our pumps which is located on the Lewis street side of the service station.

The next time you fill your car, give this **XLGR** gasoline a trial—and note the difference.

*We Invite Your Patronage.*



## The Great Western Oil Co.

F. H. BARNES, Mgr.

The Western and  
Northwestern  
Oil Co., Inc.

General Office and Warehouse,  
Webster St. and G. R. & I. R. R.

Service Station, City, 6654.



With Messengers and  
Trucks Serving the  
City and Suburbs

Get His Name on the Dotted Line Before →

# CLOSING the ORDER



→ You Talk Too Much

TALK  
TALK  
TALK  
TALK

# LOSING the ORDER





# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY  
S. F. BOWSER & COMPANY

Edited by GEO. A. TOWNSEND

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS EMPLOYEES

FEBRUARY 1, 1915



## DO YOUR DUTY TO YOUR CUSTOMER.

There are many things in this world that we all know but do not think of very much unless they are forcibly brought to our mind.

During the Convention Mr. Paquette, of the Toronto District, was in the office speaking of a trip he made through the country. On this trip he passed through territories covered by different salesmen and of course, when he came to a place where they had a Bowser "Red Sentry" his first thought naturally was to ask the proprietor as to the satisfaction he was getting from his Bowser Outfit.

In one instance when this question was put to the proprietor, Mr. Paquette asked him the size of the tank, and he found he had a 170-gallon. The man said:

"I like the outfit fine, but I could use a little larger tank."

In another instance where the customer had a 170-gallon tank, Mr. Paquette asked him if he could not use one of larger capacity and the reply was again:

"Yes, I really should have a larger tank."

Now, you are supposed to be an oil storage expert. If you are not, you do not measure up to the full limit of your possibilities. You are not making as much money as you should, neither is the Company receiving as much business from you as it should.

Possibly the two parties mentioned did not want to buy a larger tank—probably the matter was not pressed upon them by the salesman. It is up to you, however, as a business man in your territory to study your customer's needs—look to his future increase of business.

It is just as unfair to sell a man a smaller tank than he should have as it is to sell him one that is entirely too large. Of course, it is not always possible to judge correctly, but usually a little investigation and study of the situation will guide you correctly.

## THE VALUE OF A REAL SMILE.

There is one thing which I always admired about Jones, said an officer of the company, and that is he keeps a cheerful smile. No matter what the provocation may be or how heavy the work may become, he smiles.

This doesn't mean he is always grinning—he smiles. There is a big difference between a smile and a grin. Repeatedly Jones has been called to take over a lot of rush work and get it out on time. He seemed to look upon it as a pleasure, for he accepted it with a smile and with the same pleasant countenance returned it when completed.

If enjoying one's work makes it go easier, Jones ought to have light work. Nothing ruffles him; from all appearances, nothing even annoys him. While all of the work is done accurately and efficiently. Jones leaves at the end of the day in as cheerful a mood as he begins it.

It is a pleasure to work with such a man. Do you suppose we could spare Jones?

We need men like him and his cheerful countenance to make the work grow lighter as it increases in bulk. That's what he does seem to accomplish.



## A SALESMAN'S SOLILOQUY.

A little while ago, I stood by the "career" of a salesman, and I thought about the numerous prospects of his territory; I gazed upon the records of his daily reports; I saw the few calls made, and I saw the multitude of blank reports; I thought of the sales he had missed and the miniature bank account he had made; I saw him walk the streets contemplating—Worry; I saw in my mind's eye his trips to the Isle of "other personal interests"; I thought of the limited demonstrations he had done, and I saw the "why" of his failure to become a Pacemaker; I thought of the Banquet and the Prize he had lost, and I said to myself it is far, far better to work continuously and systematically at one thing, than to have been like that salesman.

(Signed) J. MILTON TUCKER.



70 Park St., Sydney, C. B., Jan. 2, 1915.

Mrs. William Robertson and family wish to acknowledge with the deepest appreciation the expression of confidence in their loss, and the flowers which accompanied same, received from the late Mr. W. Y. Robertson's fellow members of the Bowser Pacemakers' Club.

S. M. Chilton, has closed a very fine business in the past month.

Our old friend, B. M. Smith, who works in the Mountains of West Virginia, is a consistent worker, and is always helping the Washington District.

Mr. A. A. Gates, Jr., is a new recruit under the Washington Office, from whom we are expecting to hear great things very shortly.



The above is a good likeness of Mr. N. A. Ring in his new Cadillac five-passenger touring car. He is about to start to burn up some of his hard earned commissions and hit the trail in the wilds of Maine.

Several of the New Dixie Salesmen have been showing a great aptitude recently in taking orders "F. C. W. O." Mr. H. J. Fite is the most recent salesman to become addicted to this habit. We have before us an order which he recently secured in Montgomery covering a 2-bbl. 19-B, and it was on an "F. C. W. O." Every District seems to have its fighters, but we are willing to lay a good-sized wager that Atlanta District is the only one capable of putting up a real dyed-in-the-wool, born and bred Fite.

### "Another Pacemaker."

Born, to Mr. and Mrs. William Hemenway of Arsenal street, Watertown, N. Y., this day, the 18th of January, a SON, SEVEN POUNDS. Mother and Baby all well.

This is for your information.

(Signed) C. R. EGGLESTON.

We regret to advise the passing on of our Mr. R. E. Aiken, formerly of the St. Louis District, the 9th of this month.

Mr. Aiken represented us in Omaha during the past year, but left there in November to regain his health. He was doing nicely and was about ready to take up his work again when he had a sinking spell which resulted in his death.

Yours very truly,  
GEO. H. HASTINGS,  
District Manager.

0

Sales 17B 50M-5-5-13

**Summary of Daily Reports**

No. of Calls Made 1

No. of Sales Made 1

Total Amount of Sales \$50.74

If no calls made, give reasons \_\_\_\_\_

RECEIVED AT  
ST. LOUIS  
DEC 14 1914  
P M  
56

Remarks: \_\_\_\_\_

Date 17/17 Saturday Salesman J. Gallagher

NOTE:—This summary must accompany each day's report. If for any reason Salesman does not work, a summary sheet must be filled in and mailed to the Branch Office, so stating and giving the reason. This is imperative.

Atlanta, as evidence of her intention to take the cup this year, has put the following new men in territories: Messrs. C. E. Mills, C. M. Reidinger, S. W. Shelby, S. T. Schoolar, W. Van Keuren, M. Winstead, O. W. Watkins.

We will look forward for word from you boys through the Order Department and wish you the greatest of success.

Watch Lexington Grow. Mr. A. Merkel has taken territory under the Lexington Office and we hope to see him near the top of the Lexington list in the near future.

### A Pertinent Fact.

It is the little leaks that should be watched. You insure your business against big things, against fire and tornado and such things, but you do not insure against the little petty drains and leaks that are apt to be sapping your business,

## A LARGE AND MODERN PUBLIC GARAGE

**Brown's Garage, Des Moines, Iowa, Is Another Example of the Enterprise Shown by Business Men in This Up-To-Date State.**

**The Garage is Completely Bowserized**

It occurred to us that a detailed description of a modern, up-to-date public garage might be of interest in showing the progress made in this direction.

This garage is designed essentially to take care of electricies. However, they have not neglected the gasoline cars and have completely Bowserized the plant so as to care for both. It just goes to show how an enterprising business man can seize the opportunity to make the utmost in the automobile business.



Front view of The Brown Garage, Des Moines, Iowa, showing the Bowser "Red Sentry" completely equipped with electric lights. This pump is connected to a 1100-gallon Bowser tank. The garage faces north on Chestnut street, near Fourth. The entrance for the commercial vehicles is the alley-way to the left, while the incline to the second floor is seen to the right.

The Brown fireproof garage of Des Moines, Iowa, is the last word in automobile storage accommodation. It is not only the largest garage in the state of Iowa, but is the most modern and best equipped building of its kind in the entire West. The building is of beautiful architectural design and is of solid concrete construction faced with terra cotta and sand stone.

The Brown garage affords roomy capacity for over three hundred cars. The basement floor will be devoted to the housing of commercial motor trucks. A large portion of the main floor is especially equipped for the accommodation of electric vehicles. Especial automobile electric charging devices are used



Here is shown four Bowser Cut 41 pumps, three used for lubricating oil and one for gasoline. These pumps are installed in the basement for use with the commercial cars. Note the Bowser Cut 174 fill boxes for the underground lubricating oil tanks. Also note the drop cylinders for the Bowser Cut 44 pumps installed on the first floor which are also connected to the lubricating tanks.

which are self-regulating, thus insuring against storage battery injury. The second floor will be utilized by gas cars. Thoughtful attention has been given to provide the proper atmospheric conditions within the building during all seasons. All the inside walls are finished in white, and Cleanliness coupled with service will be the watchword of the Brown garage.

The absence of unnecessary piers within the building facilitates the easy movement of cars and provides extraordinarily roomy accommodations. The scientific arrangement of the ventilating and lighting windows affords unusual ventilation and light conditions. The studied arrangement of electric, gasoline, air and oil supply taps affords the most complete service ever installed within a garage building. A modern innovation is the concrete run-way on the outside of the building which carries the car to the second floor and eliminates the annoyance, delay and danger of the old style elevator.



This view shows three Bowser Cut 44 pumps for lubricating oil on the first floor. It also shows a completely equipped Bowser Cut 121 Wheel Tank for handling gasoline on the second floor.





An interior scene on the second floor showing the commodious arrangement and absence of piers in this up-to-date garage. Note particularly the fire-proof construction.

A large, comfortable rest room has been installed for the convenience of lady patrons. A chauffeurs' waiting room comfortably equipped is also provided. Courteous uniformed attendants will care for and deliver cars for the accommodation of patrons.

The cost system established is complete in every detail although simple in operation. It shows how the garage can be run on a "storage pay-in-advance basis." They have a \$20 coupon book good for trade at The Brown Garage. This book is not good, however, on monthly storage. Monthly storage is payable strictly in advance. The book is divided into coupons amounting to 10c, 20c, 50c and \$1.00 each, all of them totaling \$20.

The illustrations accompanying this article will give a better idea of our equipment, the way it is installed, and the general appearance of the garage.

• • •

The three R's of our school boy days are no more. It is now four R's. Mr. S. Roberts has taken up the line under the Albany District, which means four R's for Albany instead of three. Remember, Mr. Roberts, the R's all come to the Pacemaker Convention, so we will look for you.

Messrs. A. W. Schroeder and H. J. Weatherbee are also new recruits in the Albany District.

• • •

Mr. C. Rocklage has taken up the work under the Philadelphia Office and we are looking to him as one of Philadelphia's "Boosters" this year.

• • •

Messrs. E. R. Garner, P. B. Green, O. H. Thomas, H. H. Lee, J. E. Lipsey, S. W. Scroggs and M. D. Shelby are new men who have entered as contestants for the Pacemakers' Club under the Dallas District. Success to you, boys, and we hope to record all of you as Pacemakers before the year closes.

## HOW KEROSENE CONTAMINATES The Penetrating Odor of Kerosene When Improperly Handled Destroys Most Foods That It Reaches.

It is sometimes a difficult matter to make a merchant see the truth of the statement that the odor of Kerosene contaminates most foods that it reaches. However, manufacturers of foodstuffs know it from careful investigation.

As evidence of this, there is now appearing on all corrugated paper boxes in which Quaker Oats is shipped, the following warning:

"CAUTION !!

Store in a dry, clean place and keep separate from old stock of cereals. **Keep Kerosene**, onions, fruit, soap and all other **odorous articles as far away from your cereals as possible to avoid Taint.**

Quaker Scotch Brand Oats.  
(Formerly Called Scotch Brand Oats)."

• • •

## A STRONG TESTIMONIAL FROM MINNESOTA.

Cambridge, Minn., Dec. 11, 1914.

S. F. Bowser & Co., Inc.,  
Fort Wayne, Ind.

Gentlemen:—In answer to your inquiry, in regard to Red Sentry which we bought from you, will say, that from April 1st, to December 1st of this year, we have sold over 15,000 gallons of gasoline out of this system, and had no trouble in getting five cents profit a gallon, which has netted us something over \$750.00 profit.

Will say that I am more than satisfied with these results as I have paid for system and have left in clear profit over \$450.00. If I should ever have an occasion to buy an equipment for another garage it would be Bowser's and nothing else. We have never had any trouble in any way with this outfit, and would recommend it to any one contemplating buying an outfit for handling gasoline. It is a pleasure to me to give you this information.

Respectfully yours,

(Signed) H. P. HANSON, Prop.

Per HARRY COCKBRIM.

• • •

## ANOTHER GOOD TESTIMONIAL.

John H. Cheek, President  
CUMBERLAND MOTOR CO.  
15TH AND BROADWAY.

Nashville, Aug. 7, 1914.

To Whom It May Concern:—

This is to state that we have a Bowser gasoline tank installed under side walk at our garage, and are entirely pleased with it. Being located as it is, it is very convenient for our patrons, and a space saver for ourselves. We consider a tank installed under sidewalk a good thing.

(Signed) G. B. CHAPMAN,  
Manager.

# The Service Department

By D. A. Corey, Manager Engineering Department



MR. D. A. COREY,

Manager Engineering Department.

This paper was hurriedly written by request after the opening of the Convention for the purpose of giving some information regarding the Service Work maintained by the Company. It does not pretend to cover nor even mention the details of the work, which are complex and numerous. At the time of writing it was not dreamed that so little was known of this work, and the many expressions of surprise and interest by

hearers was the cause of equal surprise on the part of those connected with the work. Mr. Corey is to be congratulated on the fine paper he prepared and we are sure you will all read it with profit to yourself and the company.

## The Service Department.

The designation "Service Department" is perhaps the best that can be applied to the work done by that Department, in view of the wide variety of work done, but "Service" in itself may mean little or much and be of narrow or wide application. In our organization "Service" is accepted as having a broad meaning, for the reason that our Service Department handles everything which savors of the unusual or irregular—complaints, troubles, criticisms, brick-bats of various kinds (but few bouquets)—and seems to be the general unloading place for anything which cannot be readily straightened out and satisfactorily adjusted elsewhere.

"Service" means everything in connection with reports and complaints of defective material and workmanship of every nature; mistakes in shipment, wherever made; materials broken, damaged or lost in transit; installations, and the direction of Installation and Repair men (a corps of whom operate from Fort Wayne, and individual workmen are kept in numerous large centers) and all matters arising after shipment of goods and materials.

It is the only department, aside from the Sales and Collection Departments, which has direct contact with the customers, and its work is of a peculiar and often delicate character.

## The Magnitude of the Work.

That you may have some conception of the work done, let me explain that the records show that the Service Department here at Fort Wayne handled, in the year 1914, 15,545 separate and distinct transactions, to which must be added Installation and Repair Orders issued at the Branches, to the number of 4,425, making a total of 19,970 items. Furthermore, from the daily expense reports, invoices, letters, and other information sent in is computed the cost, overhead, profit—when there is any—and distribution of charges, and records of all these details are kept.

The Service work in 1914 necessitated the issuance by the department of miscellaneous, exchange repair and sales orders to the number of 11,918.

I wish it were possible to give some idea of the volume of correspondence necessary to take care of the work, but a reasonable estimate is an average of 110 letters a day, or 33,000 letters for the year. These figures doubtless sound large, and they are, but the number of transactions and volume of business handled must be kept in mind.

Remember the many thousands of sales orders taken during 1914, each covering anything from a single outfit to a complicated dry cleaners, factory, railroad, or filtration order, often embracing many outfits on a single order and thousands of pieces to make up the shipment. Figure the **percentage** of troubles and you will be surprised at the small figure.

## Mistakes in Shipments.

Consider, for instance, one item—Mistakes in Shipments. I have heard it said a number of times that there seems to be an enormous number of errors made in shipment. The Service Department is a clearing house for all kinds of mistakes, and we have a record of those errors.

This record includes errors not only on all sales orders but on all Service Department orders, which are very often based on information so indefinite that it is necessary to guess, and the average for the year shows mistakes



in shipments to be less than 22 errors per thousand orders shipped. It is fair to assume from our experience that not all of these so-called "mistakes" are actual, but that some are due to carelessness in unpacking, to misuse of materials shipped, and the desire to secure some kind of concession.



These figures I have given simply that you may have a faint idea of the amount of work involved in handling this branch of the business, believing that the knowledge will serve so far as you here are concerned in helping to reduce the amount of this work by the realization that every unnecessary item adds

just so much to the cost of operation of the business and that means to the selling price. You will understand, too, that those figures do not apply merely to complaints, but to every phase of the work which comes under the Service Department.

Complaints, however, form a large part of the work, and hundreds of these come from salesmen. In this connection remember that the service work deals not only with current sales, but with all outfits in use sold since the beginning of the business.

### Complaints Present Serious Problems.

Those complaints which are fully and clearly made frequently present serious problems, but there would be nothing gained by discussing them here. **However, there are scores upon scores of reports and complaints made in which the information is so indefinite that considerable correspondence is necessary to arrive at a basis upon which an adjustment can be made.**

As an example, here is the correspondence with one salesman, which makes apparent the result of his failure to make clear what was wanted; shows the effort made in the Service Department to meet the rush call; and although the matters treated of are of relatively small importance, the attitude and feeling of the Service Department are so well expressed that I propose to read the correspondence:

#### Letter From Salesman.

"Subject reports that one end of his hose for his Red Sentry came minus the fitting to which to attach his filling tip. I will ask you to send such fitting at once to his address. I ask for prompt attention to this, as he is now serving gasoline through the empty end of the hose, and this is not 'Bowser Service.' Also, a team ran into his pump today and broke the shade on his lamp, and he wants you

to send him a new one at once by express, with bill for same. Hoping I may get prompt attention to this, I remain."

That letter bears the Department stamp "Special Rush"—

"1—lamp shade for 241 electric attachment.

"1— $\frac{3}{4}$ " male hose coupling."

A few days later the salesman again wrote—

"You will recall I wrote you about a week ago in regard to the porcelain shade with the word gasoline on it above the Red Sentry having been broken on subject's lamp, and asked you to send him another globe, which he is willing to pay for. He has informed me by phone that he has received instead of the globe an aluminum shade. I ask you, therefore, to send him a globe. In the same letter I reported that there was no fitting on the end of the hose to which to attach his filling pipe. He reports you have sent him something he cannot use. I, therefore, suggest that you send him by express prepaid a length of hose properly fitted and allow him to return his old one.

"If it would make for greater efficiency in our factory for me to report specifically the numerous cases that have lately occurred of short shipments and errors in our shipping department and also in our Service Department, I will report them in detail, but I have no desire to place myself in a position of a kicker without accomplishing anything by it except to make myself unpopular."

Although this is a specific letter, the last paragraph may almost be regarded as a composite of many letters from numerous authors.

### Reply of the Service Department.

The reply of the Service Department to that letter was as follows:

"To one who is as much interested in his work as you are, it is, of course, highly exasperating to find that your instructions have not been fulfilled as you have a right to expect they will be. On the other hand, to those who are as much interested in their work as we are, it is mighty discouraging to receive such letters as yours. Our association has no doubt convinced each of us that we are both very impatient with anybody or anything which tends even in a slight measure to interfere with our efficiency or depreciate our service in connection with the Bowser Company.

"A salesman has no easy time. He is confronted with conditions which vary widely. Along with his pleasurable duties he is compelled to accept much that is downright displeasure to him. The fixing up of broken pumps, the adjustment of complaints and other things of this nature must be placed in the



latter class. We know that you get your fun (and profit) out of the selling end of the game, and repairs and complaints are accepted as the necessary thorns and roses. No salesman can be blamed for raising a strenuous kick when on account of a misunderstanding somewhere along the line, he is compelled to handle the same thorn several times.

"Service Department work consists in the handling of thorns most of the time. We are prepared for this work. It is what we are paid for, and as a rule we are able to get some fun out of it, though that may seem strange. It will not need to be said, perhaps, that one of the most difficult features of service work consists in the handling of letters, both from customers and from salesmen, which lack that degree of definiteness and helpfulness which is necessary if the matter is to be handled promptly and accurately. Perhaps 50 per cent. of the letters received by us need 'interpretation,' and to the best of our ability we set ourselves each day to the task of interpreting that day's correspondence.

It is strange that sometimes we 'miss our guess.' We take chances many times, but due to the fact that those who handle service matters have had much experience in the work 95 per cent. of the guesses we have to make are correct, and in just that percentage of cases we save delays which would possibly be more exasperating than the receipt of the wrong information or material.

"I am going into this detail to show you, if I can, that your letter is a harsh criticism of the Service Department's work, as in reality it was one of those few cases in which we miss our guess. If possible, I want to show you wherein it was necessary for us to take a chance in the handling of your letter on this subject.



say that for some reason or other the hose was shipped without the male hose and band. Those we shipped.

"Your letter goes on to say that a team had that day run into the subjects' pump and had broken the **shade** on his lamp. Inasmuch as there is only one thing on a lamp attachment which has ever been called a shade, we assumed that we knew exactly what you wanted. A shade for the lamp attachment was shipped.

"You say now in your last letter 'you will recall that I wrote you about a week ago in regard to the porcelain shade with the word "gasolene" on it.' Now, had you mentioned that the word gasolene was on this particular piece which you wanted there could have been no further question in our minds. We would have known at once that you wanted a **globe** for the lamp attachment, and **not a shade**. Don't you see that we had to 'interpret' your letter? We did not feel at the time that we were taking any chance whatever. Your letter **seemed** to be explicit, but you used the wrong terms, and we feel that you must agree that we did the very best thing possible under the circumstances.

"Your first letter has been gone into very carefully, and notwithstanding the fact that it is often possible to see at a subsequent time how it came about that previously a mistake was made, there is no indication or hint of any nature in your first letter which even today with the information which we have at hand, would make your wants any more clearly known to us than they were at that time.

"The Service Department is not infallible, without question we make mistakes, but we do ask simply as a matter of fairness that you allow something for the indefinite, or perhaps absolutely incorrect, data with which the Service Department is compelled to work; and if the results are not just exactly as you would have them, remember that men who are wide awake to the interests of those whom they serve did the best they could under the circumstances. We believe the Service Department shipped just what you would have shipped had you received such a letter as yours; and we cannot but feel that your letter does us an injustice.

"An order has been rushed to our factory for shipment of a length of hose and a globe, as you have requested."

### The Salesman's Reply.

In fairness to that salesman I want you to hear his reply.

"My Dear Sirs: Your letter has opened my eyes on the subject of the Service Department work, and what you have to contend with. I should like to write you a long letter, but haven't the time. All I can say is that with your letter as a guide and with care on my part, most of my troubles are at an end. I will be explicit and you will be prompt, and we shall make it go like a greased machine. You are all right."

The department wishes to have that feeling general.

### Best Service Possible to Customers.

The question of service is becoming a more important one to manufacturers every day, and there is unquestionably a tendency on the part



of all reputable manufacturers to keep in touch, through some equitable means, with the operation of their product so that the best service possible may be rendered their customers. This special service has become a fixed part of our modern method of doing business; but there

is no reason why such service must always be free. We must get away from the notion that the seller is everlastingly indebted to the buyer; there is no reason why a manufacturer should allow his selling department to offer gift coupons and premiums in the shape of special service to make sales.

We have received many requests from salesmen for concessions to customers on both new and old equipment on account of its effect on future business or to please some customer to whom he wishes to sell additional equipment, or because someone in the same town claims to have equipment which is not working to his satisfaction, but for which we may have no responsibility whatsoever.

We realize, of course, that a customer with a "grouch" can do considerable damage to the reputation of a device or a manufacturer by a few unfair innuendoes and insinuations, but the kind of man who will resort to unfairness of that kind can only be met firmly and squarely by "calling his bluff" and, to use an expression of one writer on the subject, "It is doubtful if any manufacturer is wise in being blackmailed into giving valuable service for nothing."

The manufacturer should, of course, guarantee his product to be satisfactory so far as material and construction are concerned, and should stand ready to make good any defect which might manifest itself within a reasonable time. He should not, however, guarantee the machine nor its operation beyond the point where he is responsible for its installation.

It is estimated in our Service Department that diplomacy on the part of our salesmen would reduce the service correspondence relative to complaints made by them fully 50 per cent., for easily one-half of the complaints are minor or imaginary and could be adjusted by the salesman to the satisfaction of the customer in a few minutes.

### Study the Service Bulletin.

Instead of that, it is not infrequently that letters are received from salesmen saying that "John Doe's" pump does not work right and I told him you would look after it." This makes it necessary to look up the order, all references there are on it, and enter into correspondence with the party only to find, perhaps, that the union at the base of the pump needed tightening up, or that he had no oil in his tank (and these illustrations are not overdrawn).

In a case of this kind, if the salesman is not able to advise the customer definitely how to overcome the trouble, he should give us full information regarding the type of equipment, the number on the name plate, and a definite statement of the trouble, so that the matter can be adjusted with the least possible delay and expenditure of time and trouble. There should be no promises given that such adjustments will be made without expense to the customer.

The following letter from one of our salesmen shows how to do it:

"Their trouble was with the 2-bbl. cut 125 which I sold them for handling kerosene. I was there yesterday and took the outfit up and found that they had no foot valves on the suction stub. They declared up and down that they never had any. Pratt was very positive he unpacked everything that came. He had sold the crate for kindling to a man living on a ranch five miles from town. I insisted on his going with me to get those valves, so we drove out there, and the man had them. Thought they did not amount to anything so he had not mentioned it when in town. They are now on and he gave me a check to balance his account. So I think our trouble is over with him. Yours very truly."



### Salesmen Should Not Obligate the Company in Expense.

Furthermore, the salesman should incur no expense in connection with the adjustment of a complaint, nor promise anything involving expenses without first taking the matter up with the Service Department through the proper channels.

Most complaints, where an expense is justifiable, can be adjusted at less cost by the Service Department than by anyone else; and there should in no case be any promises made regard-





The following letter received by the Service Department illustrates the possible uses of foot valves:

"Gentlemen: Your letter of July 23rd at hand. On receipt of your letter, I took it to the plumber. He said that there was no foot valve with it. The air vent protector he has on is about three inches in diameter, brass, with wire screen, zinc top, put on with two screws. Is that the foot valve? We thought it was the vent. If possible send someone who knows how it should be and get us out of this muddle."

### The Foot Valves Are Right.

If footvalves are properly used and placed they will be found to be right, but the top of a vent pipe is hardly the place for the best service.

I WOULD RATHER  
HAVE COMPLAINTS  
MADE TO ME THAN  
ABOUT ME



REMEMBER DR. KREBS' STATEMENT

Be sure to look into the details of construction, and testing and packing the foot valves in the factory while you are here. They are justly proud of their work in the factory and if you see for yourselves you, too, can speak with authority and when some salesman suggests a stock of two or three to take care of his territory, as has been done only this week, recall the statement made here that only eight foot valve complaints were received here in the month of December from the whole United States.

I have spoken of the necessity and propriety of giving full information when writing in connection with complaints.

Another point which should be borne in mind, and which I am speaking of here, not because you as individuals may need the admonition, but for the purpose of covering all points, is that when a promise is made to one of our customers that any legitimate ground for complaint will be reported by you, don't fail to do it. We will then avoid the distressing necessity of being obliged to make apologies when we receive a letter from a customer saying that "your salesman promised to have this matter attended to; why haven't you done it?" when, as a matter of fact, no report has been received. Remember Dr. Krebs' statement yesterday?

"I would rather have complaints come to me, than go out about me."

Take care of your promises.

### Make Reports on Letter Heads.

Do not report complaints on the Daily Report blanks. This is confusing and may result in the information not getting through to the Service Department. Make such reports in a separate letter devoted to that single subject.

The same care should be taken in the making up of orders that is called for in making reports of complaints. Be specific in that respect and so eliminate some causes of complaints.

Now that many of you are to take up the Dry Cleaners' line this year, you should be sure that you are fully informed regarding the proper making up of orders for that work. **There are special forms for this class of business**, and no order should be accepted which does not give fully all the information called for on those forms. This will save trouble and expense to you and dissatisfaction to your customers.

Be careful, also, in making estimates of installation costs. These are not infrequent causes of dissatisfaction and trouble. One case which came up only yesterday shows a cost of approximately \$50.00 more than the estimate made by the salesman, and you may readily believe that such cases are not easy to handle when there is an effort made to dispose equitably of the extra expense.

### Conclusion.

This tells but briefly of the Service Work maintained by this Company at no inconsiderable expense for looking after the welfare of the equipment manufactured by them and for assisting their customers and their salesmen, and to make the way easy. (No mention has been made of the Engineering problems involved in this work, of the complications resulting from insurance requirements and sometimes from peculiar State or Municipal regulations, but these all add to the work, call for careful and thoughtful handling, and require much time).

Trials and troubles cannot be wholly avoided, but everything possible is being done to reach perfection, and if any suggestions can be given by the men in the field that will help us reach this goal, we are open to them.

With your co-operation in the work much can be done, but if fewer of the minor and imagined troubles are sent to us we will have more time for the many real matters which deserve and must have attention.

These are some of the amusing things, but I commend to you, gentlemen, the serious points I have endeavored to make. They are worth while from every point of view.

"Regarding your tank which leaks, beg to state that I expect to get married in a short time and wish to take the tank out when I move, or if I decide to leave it here, will have it taken out very shortly and inform you as soon as possible."

"Would you please send me a catalogue of oil tanks for mine has sprung a leak."

A salesman sold a Cut 241 with lamp attachment in a town where there is no electric current. Now the customer wants us to explain what we mean by our advertisement that

"this 241 pump with lamp is a good thing, especially for small towns."

Extract from another letter:

"He (the salesman) told me it would be a Bowser Tank and he sent me a Premier. I am going to send it back."

A customer had trouble with a Cut 241 pump and complained to the salesman that he wanted something done about it and wanted the best thing we had. The salesman told him that the best thing was the Yellowstone Trail pump at \$35.00 more. As this pump was located a thousand miles or so from the Yellowstone Trail this hardly applied, and in any event the Service Department failed to see just wherein the color of the pump would correct the troubles.

"It has been so long since I shipped the meter I forget what was done with it, but think it was shipped."

"There is three bung holes in this barrel, two of them with tin corks, one with iron bung, we don't know what it is for. Could you please tell us, and let us know at once?"

• • •

Mr. Dorsch, Manager of the Washington District, has added eight new Senators to his list of live wires. The following men have taken territories under the Washington Office: Messrs. W. O. Bickle, H. Morgan, W. L. Hall, B. F. Sublett, L. R. Simpkins, F. T. Mootty and J. E. W. Lindquist.

We congratulate Mr. Dorsch on being able to secure this valuable addition to his force.

## "TERMS AND QUANTITY DISCOUNTS" By Mr. W. G. Zahrt, Ass't General Manager.

The above heading is the subject Mr. Zahrt talked on at the Convention.



MR. W. G. ZAHRT,  
Ass't General Manager.

He took up the question of plans for 1915 as outlined by Mr. Bechtel and continued them. However, when making up the Convention Number of the Boomer, we found that this talk was so vital to the policies of the company and contained so many figures, that we deemed it advisable to omit it entirely.

Most of Mr. Zahrt's talk was based on the information you now possess in your price books. It is confidential with the employees of the firm and is not for general publication. We regret that we are unable to give you this in detail as Mr. Zahrt's talk was exceptionally good and those who heard him were much enlightened as to the interpretation of this all-important subject.

We are going to refer from time to time, over Mr. Zahrt's signature, to this subject so that you can keep it well in mind during the year. The plan as outlined by him gives the salesman the best kind of a proposition and one that will enable a great many of you to profit greatly thereby.



The above cut shows two "Red Sentries" sold by Salesman W. H. Graham, of the St. Louis District. This is a very fine installation and shows the "up-to-date" qualities of Troup Bros., Proprietors of this garage.

## A Londoner's Viewpoint

Mr. A. W. Macleod of the London Office Writes Most Interestingly  
About our Pacemakers' Convention and the Home Plant

Fort Wayne, Ind., Jan. 18, 1915.

Dear Mr. Editor:

It gives me much pleasure, in response to your invitation, to record my impression of the Convention just closed, in which it was my good fortune to participate.



MR. A. W. MACLEOD,  
of the London  
(Eng.) Office.

As it happens to be not only my first experience of a Bowser Convention, but also my first personal introduction to the firm and its officials, I may perhaps be allowed to go rather farther than a mere expression of opinion about the Convention and take advantage of the occasion to give you my impressions in a rather wider sense.

Although it is some fourteen months since I joined the London Office of the firm under my good friend H. E. Anderson, the name "Bowser" had hitherto been more or less an abstract quantity, and it was with somewhat mixed feelings that I received the suggestion of my Chief to accompany him to Fort Wayne and take part in the 1915 Convention. It happened like this:

We were sitting one day on the empty soap boxes which serve us for chairs. It was about 10:30 a. m. when, having disposed of our mail, the serious business of the day was over. And so, as I say, we were just "sittin' there," whittling toothpicks and busy with thoughts of the war, storage tanks, 41 pumps, and other peaceful subjects, when "H. E." started me with the exclamation:



"Mac! You're no good as a salesman, you don't know the first thing about the Bowser Organization and its Officers and its army, all that it is and all that it can do, and so I think you'd better come along with me and make its acquaintance and get put wise about all these things."

After I had recovered my mental balance a bit, he went on to paint in glowing colors all the excitement and glories and enthusiasm of a Convention. Of course, I didn't believe him, but it is due to this fact, Mr. Editor, that

I was able to go through all these recent experiences in such apparent calm.

You will readily understand, sir, that having regard to the present very unsettled state of things in Europe, the danger of Zeppelin bombs from the sky—above and of floating mines in the sea beneath, it was no light matter for a family breadwinner to start out at a moment's notice, as it were, on a 4,000-mile journey to a far and unknown country.

As, of course, you will be aware, our English ideas of America are derived chiefly from the "Movies"—(What a wonderful people you are for touching the exact spot when you invent a new name for anything!—and so, in journeying to "the Wild and Woolly West" I was full of anticipations of meeting gentlemen with wonderful hats, woolly things down their legs and their hips, the ever-ready pocket gun with which all minor troubles are so quietly and rapidly smoothed out. Sir, I have been disappointed; my faith in Picture Shows has been shattered and destroyed forever.



We English folks have a sort of self-satisfied way of thinking that London is the hub and centre of the universe. The late King Theebaw, of Burmah, (before we were forced to put a stop to his playful way of crucifying in a rather painful way any and every person who was so unfortunate as to merit his displeasure) used to call his own particular Palace at Mandalay "The Centre of the Universe," and it is so called by courtesy to this day. And I guess, sir, that to its residents, Fort Wayne is the centre of their universe, as is Creighton Avenue to the world-wide organization of the Bowser concern.

When my mind dwells on the experiences of the past two weeks, I feel that my own course of rotation has been attracted into a new path. The name of "Bowser" has acquired a new value, a new significance. I take off my hat to you all and I say, "Gentlemen, I am pleased to have met you all and I am proud to be one of you."

Perhaps, sir, by this time you begin to feel sorry that you unwittingly opened the floodgates of all this eloquence. You have my sym-



pathy, for I also have been an Editor. Therefore, I will repress my inclinations and be brief in what is still to say.

The Convention far exceeded my anticipations. I have traveled a good deal in the course of my life and have met all sorts and conditions of men, and I say in all sincerity, that a finer set of men than the Bowser Pacemakers whom it was my privilege to meet at the Convention, could not be found anywhere. They carry in their faces the stamp of "top-notch" men, every one of them.



THE CENTER OF THE UNIVERSE

Now, sir, a Convention requires members, and if the members are all "top-notch" quality the Convention itself **must** be in keeping, and indeed it was so! I am reminded of Sir John French's reference to his soldiers in one of his earlier reports. He said, "The men are splendid." The enthusiasm which animated one and all throughout the whole of the Convention meetings was simply wonderful, and a revelation to one accustomed only to the more repressed business methods of England.

But they had good excuse for their enthusiasm in the very excellent, practical and instructive addresses which were served out to them by various officials of the firm. From these addresses two words have stood up prominently and engraved themselves on my memory; they are "Efficiency" (the watchword for 1915), and "Taet," than which I can im-

agine no more useful word in regard to sales work.

In regard to the former, I was a little disappointed with Mr. Beechel's definition, or rather that he did not go a little farther, for "Efficiency" is a relative term. There is "high efficiency," but there is also "low efficiency," and I take it that what we want for this new year is "high efficiency." And I believe, sir, that every man who attended these Convention meetings has gone back to his territory with a very "high efficiency" feeling within him, and I shall look forward with keenest interest to noting from month to month the progress of the great Pacemaker's Race for 1915.

And you may be sure that although we, the "foreign salesmen," are not directly competing in it, we shall be doing our little best to emulate those who are, and in trying to set up some little Cup records of our own.

As to the word "Taet," I bethink me that Dr. Krebs defined it as the faculty of saying the right thing to the right person, in the right way and at the right time, and I wonder—?

May I, in conclusion, be allowed to express my thanks for the courteous and kindly way in which I have been received by all, and my admiration for the Bowser Works and workshop methods.

Very truly yours,

(Signed) A. W. MACLEOD.

London Office.

A close view of The Great Western Oil Co.'s installation at Grand Rapids, Mich. We have reproduced one of a series of advertisements on the front page that they are running in the morning and evening papers of that city. It simply proves the advertising possibilities that the installation of our equipments affords. It costs money to advertise, yet this company finds it profitable when connected with our outfit.



VOLUME 5—No. 229.

## DISCUSSION MADE OF GASOLINE TANK

REPRESENTATIVE STATES THAT  
THE TANK IS FIRE PROOF  
—USED OTHER PLACES.

## PEDDLERS DISCUSSED

Councilman Magee Tells of Intricate  
Problem and Advises No  
Change.

In a short talk before the city council last night R. C. Rambo, a representative of Bowser & Co., gasoline tank manufacturers, of Ft. Wayne, vividly described the tank made by the company and the absolute safety with which it could be placed upon the street and utilized for public convenience. Mr. Rambo was making a plea for the placing of a tank in front of the establishment of Corbett & Rohe. It will be remembered that the city councilmen turned the proposition down flatly at the last council meeting because of an ordinance which forbids the placing of gasoline tanks or other apparatus on the sidewalks....

It was pointed out last night by Mr. Rambo that almost every town of any consequence was equipped with the device, proving that there was no danger from fire with it.

### Conflicting Ordinance.

At the meeting last month it was shown by City Attorney Earl Hite that there could be no permit for a street tank given with the ordinance as it stands. Mayor Mendenhall appointed Councilmen Tumilty, Levy and Magee last night to draft an ordinance which would allow the placing of this type of tank. This step was taken by consent and it was known at the next council meeting.

GREENSBORO, DECATUR COUNTY, INDIANA.

TUESDAY, JANUARY 5, 1915.

## NEW GASOLINE REPLENISHER

THE ONLY ONE OF THE KIND IN  
THE STATE, INSTALLED BY J.  
T. WEATHERS AT A COST OF  
\$850—GIVES FIVE GALLONS OF  
GAS AT ONE TIME.

The new gasoline replenisher for automobiles, recently purchased by J. T. Weathers, and which is placed directly in front of his garage, 1008-10 avenue C, was given its first work-out yesterday, much to the delight and satisfaction of autoists. It is the only replenisher of its kind in the state, and was purchased by Mr. Weathers at a cost of \$850.

It is erected at the outer edge of the sidewalk in front of the garage, and so arranged that automobiles can drive directly to it, and be accommodated in less time than by the old methods. While the old-style replenisher had a capacity of but one gallon at a turn, this new-style will supply five gallons, and can supply ten gallons in less than one minute.

Directly beneath the sidewalk is located a 400-gallon capacity tank, from which the gasoline is drawn by the new apparatus.

By means of an indicator on the new replenisher the amount supplied to autos is recorded automatically, and by merely a "simple twist of the wrist" as much gasoline as is required by the automobile is inserted into the auto tank. Another feature is a filtering device attached to the replenisher which casts aside all water that may be in the gasoline, guaranteeing the purchaser nothing but a pure grade of oil.

Two electric lights are provided which adds to its picturesqueness. It is so constructed that by raising a lever four times, the machine is ready for business. Then by turning a crank twelve times, the apparatus is automatically locked up.

The Weathers garage also has a movable accommodation service for supplying gasoline to autos. This is a smaller tank and can be moved about on wheels much in the manner of a cart. The new garage is doing a large business, since moving from the old quarters on Eleventh street. They have fifteen or twenty cars in storage, which taxes the capacity of the first floor. However, the third floor of the building will also be used for storage purposes when increase demands it.

THE MIAMI HERALD SATURDAY, DECEMBER 12, 1914.

### A TIME SAVING ARGUMENT

Automobile drives up in front of store with the object of filling gasolene tank.

OLD WAY: Clerk runs out to the machine to ascertain what is wanted. After receiving the order he proceeds to the back yard, where the gasolene tank is kept under a shed. He proceeds to draw five gallons of gasolene. It takes him fifteen minutes to perform the operation and the customer in the machine gets disgusted waiting. Originally he had intended to have his tank filled, but mentally he says: "Must I wait here all day?" Then he remarks to the clerk:

"I guess five gallons will suffice, George," with the result that only half the amount the customer originally wanted is purchased because of the slow means of handling.

The clerk, whose pay is 30c an hour, has consumed 7½¢ worth of time in effecting the sale,

with the result that but 12½¢ profit is made on the five gallon sale.

BOWSER WAY: The "Red Sentry" will discharge 10 gallons in three minutes. The customer who desires 10 gallons gets his gasolene in three minutes, and, as he is assisting in the operation by holding the nozzle, says to the clerk:

"Put in another gallon, George. I think it will still hold another"—and another and another, and finally the customer has actually purchased 15 gallons, whereas in the old way, he would only have purchased five.

The clerk consumed but five minutes' time in making the entire sale and the merchant realized 57½¢ profit on the transaction.

The old way you hide your light under a bushel and people do not know you handle gasolene. The "Red Sentry" way you emphasize that you appreciate the trade of the motoring public and by the installation of a "Red Sentry" have stamped yourself an enterprising merchant.

### "QUAKER CITY" INSTALLATION.

See How Philadelphia, One of the Largest Cities in the United States, Is Becoming "Bowserized."

Occasionally some of our men write in stating that the town authorities will not permit the installation of a "Red Sentry" Outfit on the street. Usually this is in small towns or cities of less than 30,000 inhabitants. The refusal by the mayor, council, etc., is generally based on a lack of knowledge of what other cities are doing in this respect.

We have shown from time to time in the columns of the Boomer, installations in such cities as Los Angeles, California; St. Louis, Missouri; Pittsburgh, Pennsylvania; Buffalo, New York, and we want to complete the evidence as to what large up-to-date communities are doing with Bowser equipment, from coast to coast by showing what Philadelphia, one of the largest cities in the U. S. A., has done in this respect.

These pictures are remarkably good and are taken, you might say, in the very heart of the business district. One hardly needs any further evidence as to the adaptability of our equipment to comply with City Ordinances and Insurance Regulations.



The Falls Hardware Company installation. Note the two Bowser "Red Sentries" and also the 2 Cut 52-B Lubricating Cabinets in use outside of the building. This is done in Philadelphia, though we personally have no knowledge of it being done elsewhere. It seems to have worked out very successfully for this firm.

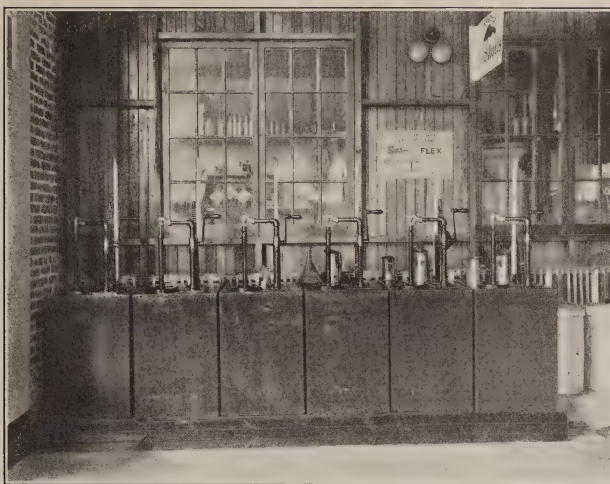




Exterior view of a Commercial Garage, David Schuyler, Proprietor, Broad and Diamond streets. This is a firm of undertakers who do not sell gasolene but simply use it to fill their own cars. The "Red Sentry" was repainted a brown color to match the exterior of the building.



The Philadelphia Motor Mart. Almost every retailer handling gasolene has two "Red Sentries," one for Southern Gasolene and one for the Pennsylvania grade. The Meters on these two pumps showed that more than 300 gallons a day was being sold through each outfit.



Interior view of Washington Lane Garage, Philadelphia, Pa. This garage is thoroughly "Bowserized" through Mr. Vortigern's sales ability. There are 6 Cut 63-B's for six different kinds of lubricating oil, a "Red Sentry," Cut 241 in front, and one Cut 121 Portable Wheel Tank completely equipped with all accessories, including Cut 73-B Lubricating Compartment.



Here's a typical view of Bowser installations on Broad Street, Philadelphia, the principal thoroughfare outside of Chestnut Street, in the city. This particular picture shows the equipment installed for the Philadelphia Rubber Tire Company, 680 N. Broad Street.

## BOWSER AND ECONOMY.

In almost any periodical or newspaper that happens to come to one's attention today can be found articles emphasizing that we must economize. The very wealthy and prosperous nation we are has had a tendency to make us careless about little things.



Wasteful and with an utter disregard of the morrow, is a charge that could be laid at the door of our nation as a whole. As soon, however, as that "little fuss" broke out across the water our eyes were opened and now we find individuals, municipalities and "big business" preaching economy.

But what about the wastefulness in the grocery stores, in the garages, in the paint stores, in the hardware stores, in the dry cleaning plants and factories with regard to the handling of oils? There is no commodity in the entire scheme of business that is handled with so much waste and so much loss to everybody who is brought into contact with same, as oils.

The merchant who finds collections slow, business a little dull, should have forcibly brought to his attention the fact that the only way to get what is coming to him from his oil department is by the installation of a Bowser system. Now, as no other time, is it essential for the merchant to get all that has been figured for profit!

When they preach war to you, come right back:

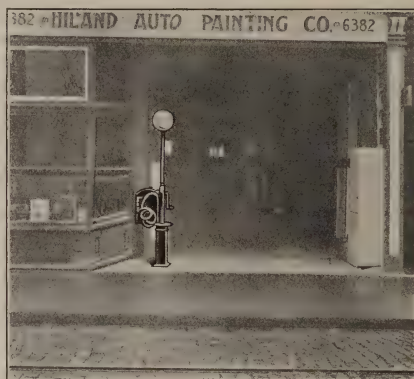
"Mr. Merchant, it is all the more necessary, then, for you to economize now. You say you have \$18,000 on the books?—that's too bad; we have a million on our books all the time, yet if someone should show up at our factory with a proposition that would make us more than 6% on our money, he has sold something. If you have \$18,000 standing out, then \$75.00 for an oil tank which you admit will pay you 100% on the investment, is not going to break you up. You need it to save every cent in sight. B-O-W-S-E-R spells Economy."



Messrs. B. J. Lorts and J. L. Shifflette are new men under the St. Louis District who are going to give a good account of themselves and help to bring the cup to the center of the United States.

## A PECULIAR INSTALLATION.

This Picture Shows How One Merchant Utilized Doorway Space to Install a "Red Sentry" Complete.



## THE SALESMAN'S BEST FRIEND

(By E. W. Lewis, Mgr. Card Department.)

The Card Department and Calling list System was inaugurated by Bowser & Company ten years ago, to assist their salesmen by furnishing accurate up-to-date information of each prospect, showing his business, commercial rating, etc. This system has been revised and changed from year to year to meet the requirements of the business, until now it is conceded to be one of the best in existence, and has become a component part in a Sales Organization which is second to none in the country.

With the calling list of a county in a salesman's possession, he has a birds-eye view of the entire county before he enters the same. He knows the number of towns and number of merchants in each town, their business, commercial rating, whether in possession of a Bowser outfit, and if so, the cut number, age, etc. In this way he is not depending for this information on hotel clerks, livery men, rival merchants, etc. He plans his work, routes, etc., so as to cover the ground most advantageously and completely, thus saving time, which is money to him.

This system in connection with the salesmen's daily reports is taken care of in the Home Office by a department by itself, who carefully note the results of each salesman's daily work, and this has been reduced to a system whereby the company is now able to determine actually the cost per call to each salesman.



The first ten months of this year, the store and garage salesmen in all the sales districts, except San Francisco and Toronto, reported 412,283 calls, working 57,491 days. Two hundred and eleven thousand and ninety-three calls were made from calling lists in 20,798 days. While salesmen working without calling lists consumed 36,693 days in making 201,990 calls. The average calls per day by salesmen who used calling lists, as shown above, was 10.1 and if his daily expense is \$5.00 per day, each call cost him 49c, while the salesmen working without calling lists averaged only 5.48 calls per day, at an expense of 91 cents per call.

This shows that the salesman working on calling lists has reduced his expenses nearly one-half, inasmuch as he is able to call on nearly twice as many prospects in the given time as the other fellow. It is also fair to presume that his selling chances are increased in like ratio from the fact that he is able to see more men in the time, and his prospects for selling are further increased from the fact that knowing his prospect before-hand, his sales talk and line of action are pre-determined.

The salesman without a calling list enters a county, to which he is a stranger, and has to spend considerable time in getting information concerning the towns, location of the same, and standing of merchants, etc., which he obtains from unreliable sources. In planning his work from this unauthentic information, he starts out without any definite line of action and sees a few of the prominent merchants and has no means of knowing whether he has cleaned up his town or not, and takes the next train for the next important town in the county, and so on, thereby missing some of the best chances and working more for the benefit of the railroad company than for himself. Our salesmen are recognizing more and more the necessity of the calling list in their work and appreciating its worth.



Messrs. C. F. Worth, H. H. Martin, W. F. Nerin, J. B. O'Bannon and W. D. Pfeiffer have recently connected themselves with the Fort Wayne District.

Congratulations, boys, on your connection with us, and may it be mutually pleasant and profitable to all concerned.



Mr. L. P. Murray, Manager of the Chicago District, is still out for Pacemakers, as the following men have been assigned territory in the Chicago District: C. L. Winterrose, William Randolph and C. J. Rogers.

Evidently that Chicago "Bunch" is just what their badges indicated.

## THE CALLING LIST.

(By Salesman W. D. Alleman, of the St. Louis District.)

Most salesmen appreciate the true value of the Calling List; occasionally one does not.



It is for this individual, the one inexperienced, usually a new man in the organization, that this article is intended to help.

The Calling List is important to success for several reasons. First, the general line men need to get all kinds of business, that is to say, sell Kerosene, Gasolene, Lubricating and Paint Oil equipment, for his success in selling but one, Gasolene Equipment, for example, means but to fail or just "get by." Again, our men all enlist with Bowser & Company in view of making some money, which is needful, logical and right. To do so the first step after acquiring a thorough working knowledge of the line, is to be methodical about your work, and the best method of obtaining results is to work on a Calling List.

Without a Calling List you go into a town, work around the Court House Square, conclude you have done the town, inquire, "When can I get a train for Jonesville?" and are ready to go.

How is it with the Calling List? We find after working around the Square and checking our list that six, eight or a dozen calls have not been checked off. One is "Bill Smith, G-3 G.S." Where is Bill? We look up the oil man, or from some other source we learn that Bill runs a store out at the fork of the road in the "Sub," or is three miles outside.

The others missed Bill, you are working on the Calling List; you did not miss him—result, big, fat order.

### One Hundred Per Cent. Efficiency in Your Work.

You need all the business you can get and the firm is entitled to your best efforts, for they want to run the factory up to 100 per cent. of its capacity for manufacturing, and you want to earn up to 100 per cent. of your ability and efficiency. To obtain this result, it is up to the salesman to sell every merchant for his every need, be it Kerosene, Gasolene, Lubricating or Paint Oils. Your chance of success outside of a congested district in any one line is not very great.

Older men know the value of the Calling List. Ask some producer how to get the business; he will tell you by working the Calling List. Ask Dorsch, the "order a day man," he will tell you it is by working the Calling List. Ask E. E. Lowe, who for six months "hit the high places" in Arkansas trying to turn the big tricks. After getting down to the Calling List he pulled himself out of a \$600.00 hole, made the Pacemakers' Club and "made good."



I could give you many examples that have come under my observation, working with men while with this Company, but to be brief, will refer to only one more—Mr. Pendery, who made the Club last year, working out of Ardmore, Oklahoma. Crops were not good in his territory. After calling on every merchant in the county but one, Mr. Pendery drove in a buggy eight miles to see this one man, who he knew from the Calling List had a Bowser before he started out. Result was a sale of a 2 bbl. Cut 19. "It pays" to see them all. "It pays" to work on the Calling List.

My friends will pardon me, I know, for the personal reference. As for Mr. Lowe, I have several times repeated his experience with his permission. The only purpose of this article, if accepted for the Boomer, is to help some one among the new acquisition to our ranks and any other not yet fully convinced that this is the most economical plan and the one way in which to get the very best results.

### Sold Another Where Two Were Already Installed.

At Martin, Tenn., last week, while working with a new man, we pulled up in front of a Public Garage where they had a 5 bbl. "Red Sentry" with lamp attachment, in front on one side of the driveway into the garage. This, one of our men sold last March. On the other side of the driveway in front was a Cut 242 that had been sold this firm before buying the "Red Sentry," and was in use for Lubricating Oil. To our friend, the new salesman, it would seem almost useless to call. Result, in less than an hour an order for another 5 bbl. "Red Sentry."

The next call was on a firm who did not handle oil. Their specialty was flour, feed stuff and groceries. We were informed they did not handle oil and did not care to for the

reason that oil cost this particular firm 10c and was being sold for 10c.

Our man woke up when this remark was dropped. Who ever heard of a Grocery Store not handling oil before? It was Saturday, but he bought a 2 bbl. outfit after being convinced that after all it might not be a bad plan to have those five-gallon cans coming into his store, for these farmers wanting oil might use flour and groceries also.

"It pays" to call and see them all.

When merchandizing after a busy day it was my delight to see twenty or twenty-five bushel baskets of eggs lined up on the floor, for the reason I was sure that these same baskets, buckets or boxes that held those eggs when brought in did not go back to the farm empty, they contained goods he had for sale. So it is with the cans they bring in for oil, something the merchant has to sell usually goes back with them.

### See Them All—"It Pays."

The following, though contributed before, might be appropriate on the subject of call: He may live in a palatial mansion fair, Do business in a big brown stone front store,

up there,  
Or in a little store, be it ever so small  
That it looks more like a hole in the wall,



### A GOOD LOCATION FOR OUR "RED SENTRY."

The following picture is a good installation of our "Red Sentry" Cut 241, in front of the Thomas Hardware Store, Laurel, Nebraska.

This outfit was sold by our Mr. J. C. Hartsough, of the St. Louis District. It just goes to prove that he's on the "job" early and late.



Mr. J. E. Dyer who has taken territory in the Harrisburg District, is now one of Mr. Colwell's volunteers to bring the eup to Harrisburg.

## IMPROVEMENTS.

The improvements that a merchant "gets along without" never made him any money. It is those he installs and uses that are profit makers and that he would not do without again. Here is a strong example of what a Bowser Outfit will do for the average merchant. The following table is based on sales of 100 gallons of kerosene per week and clerk hire at \$50.00 per month (10 hour working day):

	Trips per Week	Min. per Trip	Total Min. per Week	Total Hours per Year	Total Days per Year	Cost per Day Clerk Hire	Grand Total per Year
<b>Your Way</b>							
1/2 total sales or 35 gallons sold in 5-gal- lon lots.	7	8	56				
2/3 total sales or 65 gallons sold in 1-gal- lon lots.	65	4	260				
			316	274	27	\$1.90	\$51.90
<b>Our Way</b>							
1/2 total sales or 35 gallons sold in 5-gal- lon lots.	7	1	7				
2/3 total sales or 65 gallons sold in 1-gal- lon lots.	65	1/2	33				
			40	35	3 1/2	\$1.90	\$6.65

Total Savings for Each Year \$44.65

## How to Use Above Table.

You say that you sell 100 gallons of oil a week. Now to go down into the cellar or out in the backyard it takes about eight minutes to deliver a 5-gallon can, filled with oil, to a waiting customer in your store. May I ask what you pay your clerks for, the number of hours they give in selling goods in your store?

Now, if one-third of your weekly sales of 100 gallons are in 5-gallon lots or 35 gallons are sold in this way, this means 7 trips of 8 minutes each, or 56 minutes. As it takes longer in proportion to sell one gallon than five, say 4 minutes to each of the remaining 65 gallons, it takes 65 trips of 4 minutes each and 7 trips of 8 minutes each—total, 316 minutes per week. Fifty-two weeks in the year means 274 hours, or 27 working days of 10 hours each, which figured on the basis of \$55.00 per month for good clerk hire, means \$51.30 each year—the amount it cost you with your present system to sell your oil.

Now, we can deliver 1-3 of your weekly sales of 5-gallons each in 7 minutes, and the remaining 65 gallons sold in one-gallon lots in 33 minutes—total 40 minutes per week against 316 minutes your present method.

Clerk hire, your way—\$51.30; our way, \$6.65. Actual saving per year of \$44.65.

The Computer on a Bowser Pump gives the merchant the exact money value of any quantity of a gallon or less, sold at any price. The Float Indicator shows approximately how much oil is in the tank and is a warning to the merchant that the supply is getting low, thereby saving him the profit on the oil he might have sold had his supply not become exhausted. These two features are generally worth the price of the installation.

● ● ●

## ANOTHER OPTIMISTIC LETTER SHOWING THE OUTLOOK FOR 1915.

January 2, 1915.

Dear Mr. Townsend:—

I have been wanting to write you for months, but I haven't been able to honestly brag about myself, or my work, so I kept "mum." The use of this word "brag" is probably far-fetched in this particular case, but nevertheless the idea I wish to convey is, that business has been such that I really didn't have the desire to write my friends and tell them about the various people that wanted Bowser tanks and couldn't buy them on account of "the times."

However, New Year's Eve brought forth resolutions, inspirations and lots of enthusiasm, and New Year's morning I had such an abundance of energy I couldn't sit still, and finally worked it off on a victim which I located at ———, ———. Result—10 bbl. 101.

Now that I have started the year right, I feel as though the Presidency of the Pacemakers' Club is within my reach.

I am taking care of Mr. Smith's territory while he is attending the Convention at Fort Wayne, but expect to be back on my own territory about the 17th. Conditions are improving wonderfully in my territory. Lumber mills have resumed operations and business men in general have great confidence in the coming year. I have some splendid prospects lined up and hope to close the most of them before May 15th.

If you happen to see Mr. Smith or Mr. Johnson, kindly mention this New Year's "stunt" I pulled off.

Very Truly yours,

(Signed)

R. A. FORD.





**LY BLADE**

**Puts Out Innovation  
In a Gasoline Pump**

The S. F. Bowser Co., Port Wayne, Ind., has just completed for the market a new 5-gallon stroke curb filling pump for quick conveyance of gasoline into automobiles. It is said to be an innovation in gasoline pumps. General Manager S. B. Dechiel, of the company, who is a Toledoan, wished the first one established here and has installed it at Clark's Auto Shop. In a test the pump filled 44 cars in 40 minutes, the average for each car being eight gallons of gas.



### A NICE INSTALLATION AND TESTIMONIAL.

Reproduction of a Bowser "Red Chief" Cut 101 Pump, in Front of the Garage of Elbert Farrell & Company, Everett, Washington.

Everett, Wash., Oct. 26, 1914.

About three weeks ago I installed a Bowser five-gallon self-measuring pump for handling gasolene, and it has proved to be the best machine of its kind I have ever used since being in the automobile business, and I have used several. The pump is extremely quick and easy to operate, which enables me to give my customers prompt and efficient service.

I highly recommend this pump to anyone desiring the best to be had.

Yours very truly,

ELBERT FERRELL.

**Gasolene**

**CLARK'S AUTO SHOP**

**Have Your  
Car Filled**

**In Less Than a Minute!**

The only 5-gallon stroke curb filling station in Toledo. Dispenses filtered gasoline at the rate of 10 gallons in 32 seconds.

**Clark's Auto Shop**  
218 Huron St.  
Home Ph. Main 2037.  
Toledo Office of

**S. F. Bowser  
& Co.**

**Oil Tanks and Pumps.  
With Clark Auto Shop.**  
Home Phone Main 2037.

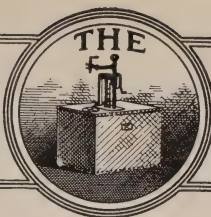
*Toledo Daily Blade  
Dec. 7, 1914*

**New Home of Clark's Auto Top**

The new home of Clark's Auto Shop, 218 Huron street, is a remarkable contrast to the one he opened just one year ago, when he engaged in the automobile and accessory business in Toledo. His first location was in a small barn; later, as his business grew he moved to a larger structure on Eleventh street; now he has a modern brick fireproof home of pretensions also. Mr. Clark specializes in a score or more of accessories for automobiles and tires, employs a corps of high-grade mechanics on automobile work and sells practically everything required by the motorist.

**SILVERTOWN CORDS WIN TEST**

# BOWSER



# BOOMER

VOL. XI

February 15, 1915

No. 4

## KEROSENE NUMBER

### Features in This Number

<b>A Live Sales Demonstration</b>	Mr. E. J. Gallmeyer
Kerosene Talk to Pacemakers	Mr. J. G. Rodman
A Wonderful Fire Test	Illustrated
A Kerosene Sale Talk	Mr. N. Paquette
The Salesman's Wife	Mr. C. M. Smith

## History Repeats

### THE CULVER

MILLER & CULVER, MANAGERS

Ashland, Wis.

January 25, 1915.

S. F. Bowser & Co.,  
Mr. Townsend.

Dear Sir:—Am enclosing a cut of two Bowser pumps, that were in a fire at Solar Springs, Wis. These pumps were attached to two seven-barrel tanks which were nearly full, one of kerosene and the other of gasoline.

Same results as formerly: no explosion, and the contents as good as if there had been no fire.

History sure does repeat itself.

Yours truly,  
(Signed) L. W. COOLEY.



## Put Your Name Here

It is interesting to note the names on the list of Forty High men and the Five High Men from each District.

Here are men who have gotten an early start on the year's work. How many will remain on the list till the end of the year? If your name is not here this time, strive to put it here in a future issue. It is worth the effort.

### Standing of Forty High Men, February 10, 1915

Salesman's Name.

Office.

1. C. R. Eggleston.....	Albany
2. W. H. Coddington.....	St. Louis
3. W. H. Lease.....	Fort Wayne
4. J. C. White.....	Dallas
5. A. McIntosh.....	Toronto
6. E. F. Klotz.....	San Francisco
7. J. H. Armstrong.....	Eng. Sales
8. H. Beique.....	Toronto
9. F. M. Kennedy.....	San Francisco
10. R. L. Matthews.....	Dallas
11. J. T. Webber.....	Chicago
12. H. E. Dobson.....	Eng. Sales
13. J. F. Vonderembse.....	Denver
14. J. P. Street.....	Dallas
15. M. Laupheimer.....	St. Louis
16. E. F. English.....	San Francisco
17. L. W. Cheney.....	Fort Wayne
18. A. G. Hartgen.....	Harrisburg
19. G. H. Reuben.....	San Francisco
20. R. J. Coddington.....	San Francisco

21. G. P. Dickey.....	St. Louis
22. F. E. Walters.....	San Francisco
23. E. L. Milliron.....	Eng. Sales
24. A. E. Darling.....	Chicago
25. H. A. Leonard.....	Chicago
26. C. M. Carpenter.....	Fort Wayne
27. W. H. Pritchett.....	Fort Wayne
28. S. F. Taylor.....	Eng. Sales
29. W. E. Tousley.....	St. Louis
30. F. C. Schuster.....	Atlanta
31. F. L. Alsobrook.....	Lexington
32. W. H. Abbott.....	St. Louis
33. G. P. Stovall.....	Washington
34. J. H. Bedser.....	St. Louis
35. S. W. Toth.....	Philadelphia
36. W. Duffield.....	Harrisburg
37. R. A. Choat.....	Denver
38. F. Laughrey.....	San Francisco
39. W. F. Foley.....	Albany
40. G. N. Roos.....	Harrisburg

### Five High Men by Points in each District, February 10, 1915 (Districts Listed Alphabetically)

**ALBANY**

1. C. R. Eggleston
2. W. F. Foley
3. W. A. Hennenway
4. J. H. Robbins
5. G. W. Elliott

**ATLANTA**

1. F. C. Schuster
2. L. P. Cox
3. L. O. Pack
4. T. F. McWaters
5. L. W. Crow

**CHICAGO**

1. J. T. Webber
2. G. E. Bowen
3. H. A. Leonard
4. A. E. Darling
5. J. J. Behen

**SAN FRANCISCO**

1. F. M. Kennedy
2. E. F. English
3. E. F. Klotz
4. G. H. Reuben
5. F. E. Walters

**DALLAS**

1. J. C. White
2. R. L. Matthews
3. J. M. Tucker
4. J. P. Street
5. C. M. Sigler

**DENVER**

1. J. Vonderembse
2. R. A. Choat
3. W. S. Dawson
4. R. G. Fisher
5. A. M. Lucas

**ENG. SALES**

1. J. H. Armstrong
2. H. E. Dobson
3. E. L. Milliron
4. S. F. Taylor
5. W. A. Armstrong

**TORONTO**

1. H. Beique
2. A. McIntosh
3. A. C. Ellis
4. C. S. Robertson
5. H. J. Jeavons

**FORT WAYNE**

1. W. H. Lease
2. J. McDonough
3. L. W. Cheney
4. C. M. Carpenter
5. W. H. Pritchett

**HARRISBURG**

1. A. G. Hartgen
2. M. B. Pfeiffer
3. H. J. Bradshaw
4. W. Duffield
5. P. P. Weiss

**LEXINGTON**

1. F. L. Alsobrook
2. J. B. McPherson
3. D. Moore
4. J. P. Neely
5. W. F. Nerin

**NEW YORK**

1. F. H. Peeples
2. G. W. Scott
3. H. Dalgaard
4. A. B. De Lacey
5. W. H. Ladd

**PHILADELPHIA**

1. S. W. Toth
2. H. A. Vortigern
3. D. W. Chase
4. W. S. Parker
5. W. M. Booker

**ST. LOUIS**

1. W. H. Coddington
2. G. P. Dickey
3. W. E. Tousley
4. M. Laupheimer
5. J. H. Bedser

**WASHINGTON**

1. G. P. Stovall
2. A. L. Corbin
3. J. W. Lea
4. W. S. Stoner
5. L. R. Simpkins



# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY

S. F. BOWSER & COMPANY

Edited by GEO. A. TOWNSEND

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS EMPLOYEES

FEBRUARY 15, 1915



## THE SALESMAN'S WIFE.

In times of war the men go forth to battle and to give their lives for their country if necessary. Many men's names have gone down in history as men who were valiant and courageous, while the one who was left at home to care for the home and the family has many times been forgotten, even though conditions surrounding her life may have called for more bravery and courage than the one who went forth to battle.

While we are lauding the salesmen on the territory we can well give our thought and attention to the companion who is left at home. Many times she is not thought of as being of any help to the salesman in his actual work, yet she is sometimes of great direct assistance. Mr. Bowser, in one of his talks at the Convention, mentioned having received a letter from the wife of one of our salesmen which letter was brimful of enthusiasm and determination.

The letter, which Mr. Bowser read, stated how she helped her husband by answering telephone calls and giving such information as she could, keeping the necessary records for him. She had the same feeling of confidence in the Bowser line and in her husband's ability that it is necessary for the salesman himself to have. When her husband went out on an especially hard proposition, she said she knew "We would win." Notice she did not say "He would win," but she knew "We would win," meaning, of course, that she is a party to his success.

Look back over the history of the past and you will find if you get into the history of the everyday life of many of our great men, that there has been a wife, mother or sister who had a great deal to do with the making of the man. The wife, who is the life companion of the salesman, can do possibly more to make or mar his life than any other influence. A kind and sympathetic feeling, a feeling of faith from someone else, goes a long way toward inspiring in a man confidence in himself and his

ability. When the salesman knows that the dear ones at home are thinking of him, wishing him well and believing in him, knowing that he will win out, he is a mighty poor man if he is not braced up, if he does not have a determination to fight and fight hard to win his battles.

We have all seen instances where someone was fighting for a victory, be it a victory over habit or simply to attain a certain end. If those standing by were watching and saying, "He can't do it," or "He won't do it. He hasn't got it in him," the fight is made that much harder. But if those interested in the man are enthusiastic rooters, believing in him, speaking for him, encouraging him, the battle is already half won.

Possibly some salesman's wife may feel that she is but a little part in his commercial life. If so, change your manner of thought. You are an important part of his success and can make his success greater according to the interest and faith that you have in him.

We want to congratulate the ladies on the part that they have done toward the husband's success, and we wish you the happiness and prosperity that rightfully is yours.

\* \* \*

Messrs. J. C. McDaniel and J. F. Zoesch are new recruits in the St. Louis District, whom we are glad to welcome into the organization. We hope, boys, you will soon be setting the pace for some of the other fellows from the "Show Me" State.

## INTERESTING STATISTICS

It is interesting, indeed, to note the records of the Card Department showing the number of calls made by Bowser salesmen during the year 1914. The records this Department have, show an average working force of 345 salesmen reporting exclusive of San Francisco, Toronto, Engineering Sales and Railroad Salesmen.

One of the very interesting points brought out in this report is the fact that the average working month of the 345 salesmen was 18.55 days. Now, we had last year 83 Pacemakers. Suppose the entire working force had averaged, say 24 days per month, how many Pacemakers would we in all probability have had? How much more money in commissions would the salesmen average?

When you get right down to the proposition, each salesman is a business man with 26 working days, more or less, in a month for business. Now, each day lost in the territory simply

means that much opportunity for business passed up. If a grocer or druggist were to average 18½ days in a month, closing his store the balance of the time, he would soon be sold out by the Courts.

What are you going to do this year towards raising that average number of days per month? Do it for the Company's sake, if you will, boys, but if you don't want to do that, do it for your own sake.

## PERSONALS

We have before us three Daily Reports from W. A. Hemmenway, all marked "Leave of Absence."

Jan. 18th: "George Paul arrived last night. Weighs 7 lbs."

Jan. 19th: "Paul and mother doing fine."

Jan. 20th: "Paul says dad can go to work Monday if nothing happens."

Now, dad if you are going to be an honor to Paul, understand that nothing less than 500 points will do, otherwise, Paul will surely have reason to be ashamed of you.

\* \* \*

Mr. W. F. Jaquis, who has lately taken territory under the St. Louis office will soon be "Hasting" toward the Pacemaker threshold. We will look for you, Mr. Jaquis.

\* \* \*

The following paragraph is taken from Mr. Eugene Chroné's letter of January 20th and is self-explanatory:

"Business is starting out nicely for 1915 in the Dallas Division and we are gratified. The new pumps, prices, terms and commissions are being received enthusiastically by all the boys."

We have just received word of the death of Mr. Frank J. Casey, Jr., who has been traveling in territory under the St. Louis District.

Mr. Casey came with the company in the year 1910 and had been a consistent producer up until the time of his death. He contracted a severe cold while making a long drive in zero weather, death resulting from influenza meningitis.

We wish to extend to the friends and relatives of Mr. Casey our sympathy in their bereavement.

one who faithfully took oath to help Murray keep the cup.

\* \* \*

Mr. L. L. Patterson, Atlanta's Dothan, Ala., representative, at "High Noon" Jan. 20th, so we are informed by the Atlanta Office, was wedded to one of the "sweetest girls in Mississippi," a true Southern Belle.

We failed to get Mrs. Patterson's maiden name, but want to take this opportunity of wishing Mr. and Mrs. Patterson the full measure of happiness and success that we trust will be theirs.

Mr. Patterson did not make the Pacemakers' Club last year but we now expect him to "show himself worthy" by getting his 500 points.

\* \* \*

Mr. W. M. Swope, who formerly worked under the Lexington Office, is again carrying the Bowser grip. Good luck Mr. Swope.

\* \* \*

Mr. Bruce Sweet, who formerly worked under the Albany Office, but who left the Bowser fold for a short time, is again back on territory in the Albany District. We are always glad to see the boys come back. Takes a man to "come back" you know.

\* \* \*

We incorporate below a verse written by new salesman, W. F. Jaques, of the St. Louis District, which puts forth the idea of the Bowser line gained from a week's training at the Branch Office:

### The Bowser System

The Bowser system is best on earth—  
The millions used proclaim its worth—  
The highest skill of mechanical art  
Is plainly seen in each point and part,  
The finest materials from forest and mine,  
Are used in constructing the Bowser line.

\* \* \*

Mr. W. S. Parker, of the Philadelphia District, believes in working Saturdays now if he never did before. But, of course, he did before, for he stayed with a prospect on Saturday from 8:00 A. M. until 2:00 P. M. and came home with an \$840 order. Not so bad, eh?

\* \* \*

Mr. F. M. Baker is now preaching the gospel of Bowser equipment in the Chicago District, as he has just recently taken territory with Mr. Murray.

\* \* \*

Mr. J. T. Webber, Jr., is another Chicago recruit. He will no doubt be wearing a green rose at the next convention.

Mr. J. T. Webb, of the Chicago District, blew in the other day and spent a couple of days in the factory getting acquainted with construction methods and "looking into" the line in general. We notice, by the way, some orders signed "J. T. Webb" in the Order Department. Apparently he brought in the "bacon."

\* \* \*

Mr. R. A. Choat, of the Denver District, is a comparatively new man, but he is there just the same, as is evidenced by his order No. 17, which is a 28-point store order. Good work, Mr. Choat, and send 'em right along.

\* \* \*

We are glad to know that Mr. B. A. Deffler of the Chicago District, who has been in a hospital for some days, on account of illness, is improving rapidly and expects to be in the field again very soon.

\* \* \*

Salesman J. C. Able, of Northern Michigan, under the Chicago Office, who has been with us a number of years, was a recent visitor at the Factory. This is his first call at Fort Wayne and he was greatly impressed with all that he saw. He has gone back with the determination to become a Pacemaker this year or know the reason why.

\* \* \*

Mr. T. C. Smith has recently taken territory under the Fort Wayne Office in Southern Ohio. Mr. Smith has spent several days in the factory learning the details of the line and we hope to hear from him very shortly in the way of a good showing in orders. Mr. Smith will have headquarters at Chillicothe, Ohio.

\* \* \*

Mr. L. W. Cheney, of the Fort Wayne District, has certainly been sending in some nice business since the first of the year. He says he is out for an office in the Pacemakers' Club. What Cheney says he means.

\* \* \*

Mr. H. W. Oattis is now carrying the Bowser grip, having recently connected himself with the organization under the Atlanta Office.

\* \* \*

Over in the Traffic Department the other day, Mr. Goff and Mr. Davies were remarking that all the Railroad Representatives who came in seemed to be very optimistic about the business outlook. This certainly is a good criterion. One thing that struck us, however, was the way the boys put it, that every fellow comes in talking optimistically with his right

hand out, usually saying: "Give me some business." That looks to us like the right spirit, indeed. "Business is good. I am working for the best firm there is and I want your business."

\* \* \*

Messrs. I. L. Walker and F. A. Knoche just recently returned from Indianapolis where they attended the Indiana Dry Cleaners' Convention.

\* \* \*

Mr. A. G. Hartgen is right on the job, as evidenced by the business sent in on the 29th and 30th of January, which totaled nine orders. Nothing large about any of them but it made two mighty fine days' work.

\* \* \*

Over in the Display Room recently, we noticed Mr. I. L. Walker, of the Fort Wayne Sales District, explaining the virtues of a Cut 241 "Red Sentry" to a gentleman who wants to install one on a wharf. Possibly a great many of you boys were not aware of the fact that we had boating facilities near Ft. Wayne. The fact of the matter is, however, that the gentleman was interested in an outfit for one of the Northern Indiana lakes where there are quite a number of motor boats in use during the summer season. It is just possible that this is a class of trade that some of the boys have overlooked in their territory. It is worth developing just the same.

\* \* \*

Mr. W. D. Dyer, who covers Indianapolis, Ind., has been sending in a nice volume of business recently and we expect to count him in as a Pacemaker before the year is up.

\* \* \*

We asked Mr. R. H. Mauk, manager of the Order Department, the other day, what was new and he says: "Oh, nothing. I am simply snowed under with orders, 'grief' etc." Mr. Mauk still had his head out so we are not going to send him any flowers.

\* \* \*

Mr. H. E. Dobson has come across with a nice 36 point Dry Cleaning Order, 12 points of which was C. W. O. Good enough, "H. E."

We noticed a nice store order from Mr. W. B. White of the Atlanta District, amounting to 11 points.

\* \* \*

Well "Ground Hog" didn't "see his shadow" in Fort Wayne, so of course we will have some mighty fine weather from now on. These nice snappy days are good for "what ails" all of us.



We are glad to welcome Mr. J. H. Smith as a new recruit under the Dallas Office, from whom we expect to hear "big things" very shortly.

\* \* \*

Mr. D. Mac Gillvray has recently taken up the grip in Canadian territory. Here's our hand, neighbor, and may we before the year is up be more yet, even brother Pacemakers.

\* \* \*

Mr. F. S. Beckwith, who just recently began representing the St. Louis District, has declared his intention to finish the year in the Club. He says, "It looks to me like a 'long, long way to Tipperary,' but the going is good so I am going to get there." That is the right spirit, Mr. Beckwith, and we wish you the success that surely should be yours.

\* \* \*

Messrs. G. A. Baldwin and H. D. Murdock, who have recently enlisted under the Chicago Office, are just two more men who Murray expects to help keep the cup at Chicago. We will look forward with pleasure to the time when we can meet you and know you personally.

\* \* \*

The Fort Wayne Sales District is certainly a lively place at this time. Messrs. J. C. Rogers, E. Steinhauser, W. B. Moore, Jr., J. H. Downs and C. E. Carter are all now out on the firing line knocking down orders to fill Fort Wayne's quota bag. Success to you, boys, and may you entirely fulfill our expectations.

\* \* \*

Mr. J. M. McNey is another new "Senator" from the Washington District. You know, Mr. McNey, Manager Dorsch is depending upon you to help bring that cup to Washington where he claims it belongs.

\* \* \*

Mr. A. H. Dorsch has recently "struck the road" under the Washington Office. Mr. Dorsch, by the way, is a "chip off the old block" as he is Manager Dorsch's son. Under the circumstances, "A. H." we have reason to expect great things from you and know that you will prove yourself equal to the occasion.

\* \* \*

Mr. R. G. Fisher, of the Denver District, has been confined to his hotel several days because of injuries received when he slipped and fell on the ice Jan. 30th. Mr. Fisher, however, is not seriously hurt and expects to be about again in a few days.

\* \* \*

Mr. F. E. Bragg, of the Chicago District, sends in an 11 point store order. Store business is good business these days.

## BOWSER—FIVE HUNDRED STRONG.

**The Largest Delegation From Any Factory In Fort Wayne Attended the Lyon Evangelistic Meetings, Thursday Night, February the 4th.**

For the benefit of those who do not know, we wish to advise that there is being conducted here in Fort Wayne a revival that started early in January and will not be finished until after the middle of this month. It is under the direction of Dr. M. H. Lyon, of Winona, the well-known evangelist. He is probably as well known as "Billy" Sunday. A tabernacle that will seat 5,000 people was erected under the combined direction of a number of the prominent churches in the city.

Thursday night, February 4th, was set aside as "Bowser Night" at these meetings. Mr. S. F. Bowser issued a special invitation to all of the Bowser employees to attend. Over 500 of them responded to his invitation. They assembled about seven o'clock at the First Baptist Church down town, and then, headed by the Elks' band, marched in double column to the tabernacle. While the delegation was taking its place the band played "Onward Christian Soldiers." When everyone was in position, at a given signal, they rendered the following yell:

"Dr Lyon—Here's your gang,  
Bowser! Bowser! Bingo! Bang!"

This was immediately followed by the following yell:

"Who are we, Who are We?  
Foes of the Devil can't you see?  
Bowser, Bowser, that's our name,  
Christ's our King with Might and Main."

Two verses of "America" were then sung and the delegation was seated. The Bowser Factory Quartette mounted to the platform and rendered the following selection to the tune of "We'll Rally 'Round the Flag":

We've rallied to the call to fill this gospel train  
Shouting for Lyon and Christ's kingdom.  
And we'll help to drive old booze and the joints from  
Fort Wayne,  
Shouting for Lyon and Christ's kingdom.  
Christ's kingdom forever—Hurrah! Men, Hurrah!  
We'll shout for Dr. Lyon and enforcement of the  
law  
And we'll ne'er give over the fight until old booze  
is put to flight.  
Working with God and Dr. Lyon.

The enthusiasm and interest displayed was deeply felt. If you men on the road could have witnessed this demonstration by all denominations in the behalf of Christianity, you would be inspired to put forth greater efforts in push-

ing the sale of Bowser outfits. When each rivet is driven home and the assembling and finishing of our outfits done by men who have the courage of their conviction to stand up in behalf of Christianity, there is more back of that word Quality than ever before.

\* \* \*

Sales Representative's Report	
Summary of Daily Reports	
No. of Calls Made	7
No. of Sales Made	1
Total Amount of Sales	\$174.50
If no calls made, give reasons	
DEC 1 1914	
Remarks: How do you like this for a Saturday after noon order for a cut H.I. he wanted cut 75 but I sold 41	
Date: 12/14 Salesman: J. M. Duenas	
NOTE—This summary must accompany each day's report. If any House Salesman does not work, a summary sheet must be filled in and mailed to the Branch Office, so stating and giving the reason. This is imperative.	

## ENTHUSIASM GETS THE ORDER

Salesman J. M. Duenas, traveling under orders of the Home Office, recently sent in a Daily Report in reference to a Private Garage prospect, on which he stated:

"Very enthusiastic — almost decided—hard to get to the boiling point—have good hopes, however, next week."

This was dated on December 12th.

On December 14th he had secured the gentleman's order for one 2-Bbl. Cut 41, complete with 3/16" galvanized tank and F. C. W. O. When the goods were received Mr. Duenas superintended the installation and sent a kodak picture of the garage after he had seen the outfit in place. It is reproduced herewith.



## A GOOD TESTIMONIAL

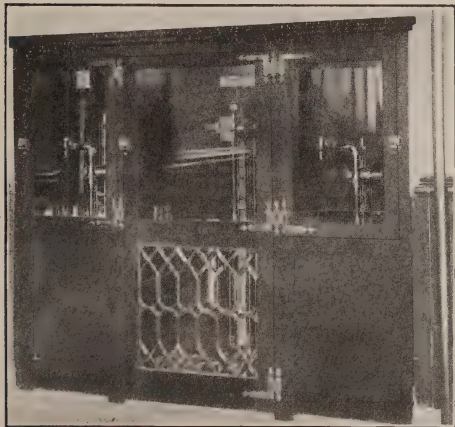
Reisterstown, Md., Jan. 9, 1915.

S. F. Bowser & Co., Inc.,  
Harrisburg, Pa.

Gentlemen:—Yours of January 8th at hand and contents noted. The Red Sentry outfit which I purchased from you some time ago has worked entirely satisfactory and I consider it a good investment. I handled gasolene before using same and my sales have increased about 100%. We average about 200 gallons per week. I would not care to be without it.

Yours very truly,

(Signed.) ARTHUR H. UHLER.



## A FINE FIRE DEPARTMENT INSTALLATION.

Mr. J. W. Merickel, of the Toronto District, recently sold the City Fire Department of Winnipeg, Canada, for their Station No. 1, a 12-Barrel Cut 81 Outfit for gasolene and two 65-gallon outfits for lubricating oil. Half-gallon pumps were installed on the lubricating outfits and the gasolene outfit fully equipped with all accessories, Cut 210-A Hose Draining Valve included.

## HEAD WORK

### One of Our Younger Members on the Sales Force Working Part of Maine Relates Two Experiences When Thinking Won Out.

During the Convention one of the younger members of the Albany Delegation, whose territory is in Maine, dropped into the office for a little chat. During his talk he related an incident that occurred last summer that shows the necessity for using thought in selling.



IT'S A GOOD THING TO GET THE PROPRIETOR'S WIFE IN ON THE SALES TALK

He had driven into a small town shortly before noon and right beside the hotel, across the alley, was the store he wanted to call upon. He hitched his horse and went in, introduced himself and the proprietor said:

"Now see here, I have been in business in this neighborhood for twenty-five years and during the last ten years, regularly, twice a year, one of you Bowser salesmen come in here and try to sell me a tank. Now, it can't be done. I am not going to buy and you might as well turn right around and walk out."

With this remark he went on about his business in the store.

Our salesman looked over the store, went out, had his horse put up in the livery stable and then went into the hotel for dinner. While he was at dinner the oil man drove up to fill the tanks of the merchant, which could be seen in the alley outside of the dining room window. Our salesman was greatly interested and watched the operation. The oil man worked for an hour and a half. When he was finished he started into the store with the bill. Our salesman followed. The merchant asked the oil man how much oil had been put into the tanks and he told him. Thereupon the merchant made out a check, payment in full, for 480 gallons. When the oil man left the store our salesman turned to the merchant and said:

"You tell me you have been in business in this neighborhood for twenty-five years. Now I am going to tell you that if you would conduct the rest of your business as you are conducting your oil business, you would have been broke ten years ago. How do you know there are 480 gallons in those tanks?"

Somewhat nettled, the merchant replied:

"Why the oil man told me. He has been coming here the last five or six years and I guess his word is as good as yours."

The introduction had its effect, however, and the merchant and our salesman got together in the back room. He was shown the money that was lost in the fresh oil that was spilled upon the floor and the rest of the talk that goes with our equipment on these lines. The up-shot of the whole demonstration was that our salesman walked out of that store with an order for a 10 bbl. Cut 19. Later in the year this same merchant met our salesman and told him he would not part with that equipment if he could not buy another one, for four times the sale price. Later he bought a "Red Sentry" and today is the best Bowser Booster in Maine.

Another case of using his head in selling also happened in Maine. The same salesman stopped to call on a man who was busy during fair time. He said he would not take up the man's time and wanted to know when he could see him. The merchant told him this was a hard question. He then asked him when he would come home and he said, "7:30" and pointed out his house. At 7:30 the salesman was there and opened the remarks by a statement to the effect that he had been investigating during the day, the merchant's premises at the store and was thoroughly convinced that he needed an oil tank. Up until this time the merchant did not know what our salesman sold.

Finally the merchant called in his wife and wanted to know what she thought about it. She told him that if he expected her to do any more work in the store he would have to clean out that oil room or she would not go there. Result, another nice order for a 10 bbl. Cut. 19.

This salesman thoroughly believes that if he can get the proprietor's wife in on the sales talk, he will walk out with the order.

### A BOWSER MEANS CLEANLINESS.

"A Bowser will go a long way towards cleaning up your store. Every good customer is worth at least fifty dollars a year to you.

"How about Mrs. Jones who received a taint of oil in her coffee and came no more?"

"Then Mrs. Long who moved across the street from your store—she was in your store the first day she came to live in the neighborhood but the atmosphere of your store was impregnated with oil vapors, which made her ill, and she now deals with your Bowser using competitor.



"We all like to be where things are clean. A clean place always attracts—a clean restaurant, soda fountain, barber shop, or especially a grocery store.



"If cleanliness is next to Godliness, what is filth associated with? Not you, I hope!"

### ONE ARGUMENT FOR SMALL QUANTITY OF OIL HANDLED—FIVE GALLONS OR MORE PER WEEK.

When a merchant erects a store costing him, say \$2,000.00 he does not think of charging this amount to a single year's business. He figures on using that building fifteen or twenty years or longer. Therefore, the yearly cost of that building as against the yearly profits therefrom, is not the original cost, but the interest and the amount invested divided by the term of years.

Just so in the case of a Bowser Oil Tank investment. Many Bowser Outfits have been in use twenty years or more without a single cent expended for repairs. Suppose a merchant should buy, say a \$65.00 tank, and he handles five gallons of oil a week, or approximately 200 gallons annually. The cost of that tank should not be spoken of to the merchant as \$65.00, but as 1-20 thereof, or, about \$3.75 per year, including interest.

Many merchants will admit a loss of 3c per gallon. Two hundred and sixty gallons at 3c is \$7.80 per year. Therefore, in the item of saving alone, the merchant has gotten back each year more than double his actual investment, and the question to put up to the merchant most strongly is and should be:

"Is it not worth anybody's \$3.75 as an investment to make sure of \$7.80, when by not putting up the \$3.75 he gets none of the \$7.80?"

As a saving proposition alone, therefore, it pays a merchant to have a Bowser, even though he handles less than five gallons a week.

But the item of saving is only one of the many advantages and sources of profit from a Bowser. A merchant wishes to feel justified in making any investment and this argument should sweep away his objections offered on the ground that it would not pay because he "does not handle enough."

A merchant could scarcely handle so small a quantity that he is not justified in having one of our equipments. His real reason may lie in other channels, but the item of saving is his justification. More valuable than saving are the items of Safety, Cleanliness, Convenience and Quick Service, Prevention of Pilfering, Prevention of Evaporation, Prevention of Soiling of Other Goods, etc.

To sum up, it is a fact that a merchant who handles a limited quantity of oil needs a Bowser even more than his brother who handles a larger quantity. Because, where oil is sold so slowly, the exposure is of longer duration, the evaporation is greater and the risk to other goods more than where the oil is passed through the ordinary "tin tanks" rapidly.

That is, in proportion to the amount of oil handled, the loss is greater where small quantities are handled than in the case of the large. The very nature of oil leaves no justification for the merchant to stand upon for handling without air-tight storage, no matter how little is carried or sold.

### Attract Customers—Do Not Repulse Them.

The up-to-date merchant realizes that he must arrange his stock in an inviting and artistic manner. You have all gone into a store where it was so nicely arranged and looked so tempting that before you realized it, you had bought something that you had not intended to buy. He realizes that he must be modern throughout or lose prestige.



A man would be foolish to buy a wagon with three wheels and use a fence rail to take the place of the fourth wheel and expect to get satisfactory results from it. Yet there are merchants who build a nice store, put in a good stock of goods, then turn around and buy a cheap lot of fixtures, use a cheap scale that requires possibly an ounce more goods to make downweight than a

good one would, using a faucet tank with measures too large, with leakage, spilling, evaporation, using three times too much time in the handling of his oil business which is by long ends the most profitable part of his business for the amount invested in it, when by the use of a modern pump and tank, he could turn losses into profits as long as he owned it. No merchant is so large that he can afford to let his profits get away from him. No small merchant can hope to survive who does not use every method to add every possible profit.

### A CORRECTION

In the Convention Number of the Boomer, in Mr. C. A. Dunkelberg's article on page 82, it stated under "Things for the Salesman to Remember," that the War Tax Stamp was 3 cents on every \$100.00, or fraction thereof. This should have read "2 cents on every \$100.00, or fraction thereof."

## TWO CONVINCING ARGUMENTS FOR UNDERGROUND STORAGE OF KEROSENE AS WELL AS GASOLENE.

The two pictures accompanying this article show a disastrous fire in the business section of East Corinth, Maine. The kodaks were forwarded through the courtesy of Salesman N. A. Ring.

We particularly call your attention to the fact that the gasoline stored in underground tanks was found to be intact in each case, while all of the kerosene was lost with the destruction of the equipment.



Ruins of the General Store of A. C. Titcomb & Company, East Corinth, Maine, after the fire. Our "Red Sentry," Cut 241 Pump is practically uninjured and the gasoline in the tank was found to be intact. The 10-Barrel Cut 1 Kerosene Equipment was ruined beyond recognition by falling walls and the contents entirely lost.



Photograph showing the ruins of the General Store of L. R. Farrar, East Corinth, Maine.

Our Cut 41 is shown almost upside down. The base rested on the floor, but the entire store was destroyed, consequently it fell over. The gasoline in the tank was intact. The 5-Barrel Cut 19 inside the store was destroyed by falling timbers and contents lost.

## A KEROSENE SALES TALK BY MR. N. PAQUETTE OF THE CANADIAN SALES FORCE.

As men, we are born of inventive minds, more so as salesmen. And we should be, for our profession demands the greatest breadth of mind. Otherwise, it could be said, how could one attain to such a high calling?

In placing salesmanship thus, with the highest incentive of gifts to men, Providence did not, in my estimation, bestow greater capacity of mind than the one attributive to a salesman. If one places himself in the rank of fellow salesmen and has not the incentive gifted to him, it follows that sooner or later this one individual will drop out of the rank; and necessarily so, as he has proven a failure. And in thus speaking of our vocation as applying to thorough salesmanship, I am not at all trying to advocate the idea that salesmen are the only men,—no indeed. But I do believe that the highest of character should be formed in one's person who claims to be a salesman.

So far this will help to bring before the readers of the Boomer the subject in view. In my work as a salesman I have for years followed very much the incentive of my mind. And I have scarcely ever missed making a sale when I have followed it closely; and especially so in introducing the idea I wish to pass on to our fellow salesmen.

In the early fifties there arose a rush, drawing many men toward California in search of gold. These men in their eagerness were led to prospect in the different parts of California and Nevada. Some found gold—some found none. But one more fortunate than others discovered the "Comstock Mine" of Virginia, Nevada, and it was in the year 1876 that the writer happened to be in Virginia

City, when, with the greatest of admiration, I saw two teams of the finest horses hitched to one beautiful truck, hauling what they called in those days, the "Bullion." In other words, a full truck load of solid gold bricks. So much as to the result of one or perhaps more men prospecting for gold.

Lately, in my own work, I have as never before, searched out in my own mind some new features in Kerosene Oil talk, and how to in-



introduce them. And in our present campaign, in other words, in our Contest of Kerosene and Lubricating Oils, I have found a few points which might not appear as new to many, but have worked out successfully with me.



Has it ever occurred to you, fellow salesman, that where you have made a sale for Coal Oil equipment, you perhaps could have sold a larger one? Say a 20- Bbl. Cut 15 or a 20-Bbl. Cut 41, etc.

"Say, Mr. Jones, do you wish to better your present conditions in the storing of your oils? Would you like to be made an independent merchant as to the capacity of buying and retailing your oils? Most likely you would buy a larger quantity at a time would you not, if you had proper storage systems? Etc., etc.," as I said, addressing Mr. Jones. I then opened my case, pulled out my model, and started with my demonstration.

One of the most attractive points one can make is with the hanging of the little can and taking at the same time, the large size nozzle in your left hand and showing how to eliminate the use of a funnel. Having shown that, then take in connection all the points of neatness, such as doing away with the repetition of washing of hands, etc., etc.

The usual points generally used in connection with ordinary demonstration have so often been taken up and to repeat them all at this writing would cover too much space, and suffice it to say that any Bowser Salesman that attempts to solicit for Kerosene or Lubricating Oils, (or any other old kind of oils) without that wonderful little model, is absolutely missing his calling. And for a proof I want to relate an experience that just happened with me today.

I had a prospect in Quebec City that had turned me down with a \$700.00 order when the war broke out. Since that time I have called on them different times and recently they had concluded not to buy till next January. But this very day I went there with the incentive that I was going to close and must have that order. And I did. And what did it? The model. And how? I simply said:

"Mr. Jones, I do not want to annoy you with this question of your oil storage, but will you grant me say fifteen minutes of your valuable time, say at 3 P. M. this afternoon?"

The time was allotted and I arranged for meeting him promptly at the stated time.

Promptly at the hour of three, I come in, find Mr. Jones and Superintendent in their Office. So here was the opportune time. I said:

"Mr. Jones, do you know with that proposition of mine I can save you \$300.00 just as slick (pulling model out of my case) as running this little pump and filling this little can?"

I had my men and five minutes later I had them signing the order. So much for the grand opportunity of using a model while attempting to interest a prospective buyer of a Bowser Oil Storage System.

So it is with the possibilities in the Kerosene Storage Outfits. No merchant will refuse to aggrandize his possibilities in the retailing of his oils if properly approached. And one can almost invariably draw a merchant's attention with the model, while without, having nothing to specially attract his attention he will absolutely want to get rid of you.

The point I wish to emphasize in closing is, it is easy—just as easy to sell a large Kerosene outfit to a merchant that has any "git" about him, as to sell a small one. And one can do that when economic points are clearly shown.

I generally emphasize much on the evaporation of the oil. Then on the larger quantity bought, which can be purchased at less cost, and if well stored in a cellar or underground outfit; that is, if a thousand gallons are bought, having proper system of knowing that just that quantity is put into his tank, the same quantity will be measured out at an absolute net profit.

Moreover, this merchant will sell more oil than his next neighbor merchant, because of the fact that his oil is of a superior quality and will eventually draw new customers to his store, thus increasing his selling possibilities.

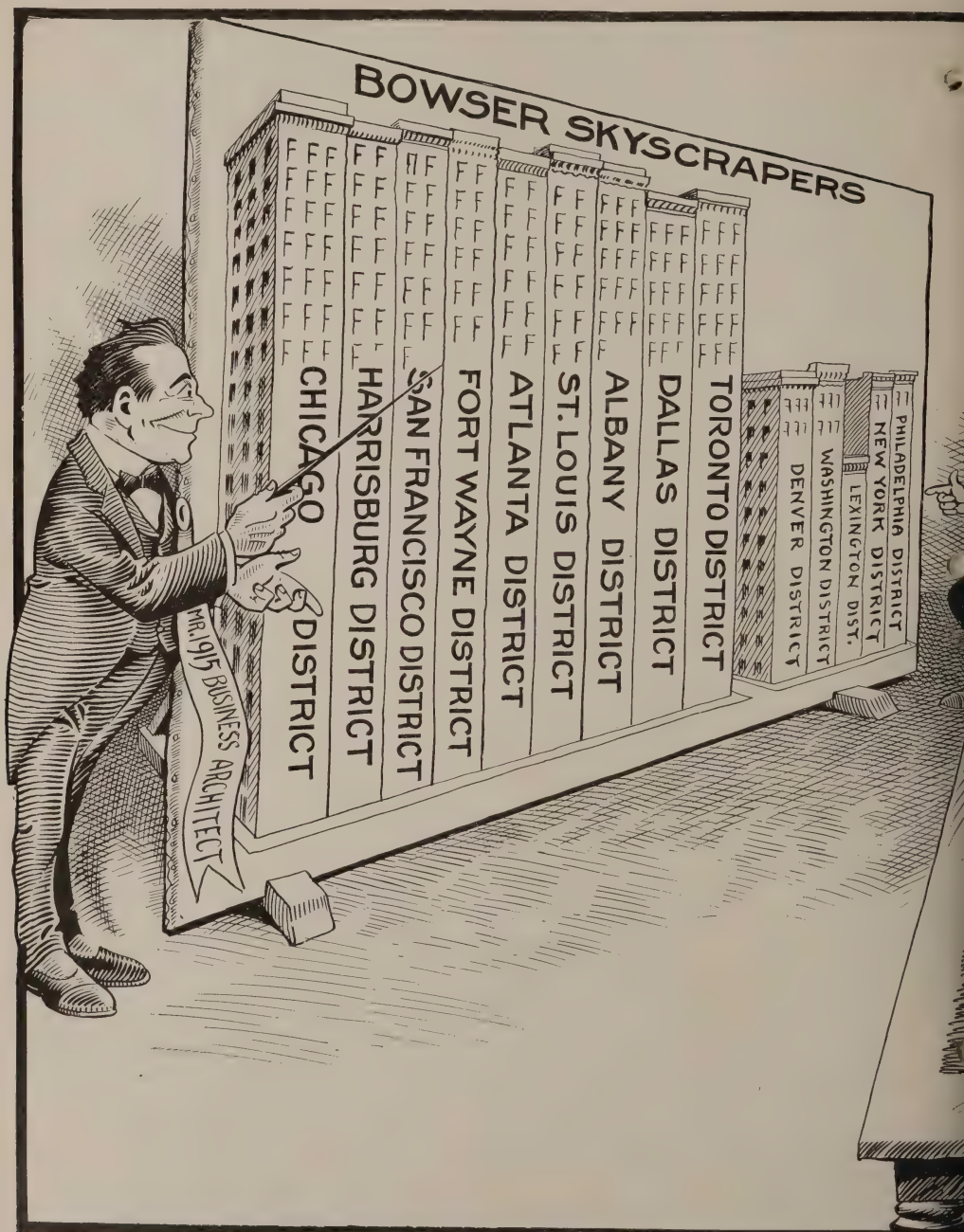
By this time I am generally figuring on where to locate a pump, drawing oil either from the cellar or from outside. And having ascertained what proportion of kerosene this merchant is selling, I begin to figure out just what installation will place this man as an independent merchant, and I generally close him with a ten, or fifteen, sometimes a 20-Bbl. outfit.

\* \* \*

For truth and duty it is ever the fitting time; who waits until circumstances completely favors him will never accomplish anything."







ARE  
THAT  
COMPLETE  
WORK BY  
EMBER  
1915?

BOWSER

DON'T YOU  
THINK YOU'D  
BETTER ADD  
ANOTHER  
STORY TO  
LEXINGTON  
?

A.Z. POLHAMUS

WHAT  
I'M  
INTERESTED  
IN IS HOW  
MUCH IS THIS  
GOING TO  
COST

C.A. DUNKELBERG

WE'VE  
GOT THE MEN  
AND THE  
ORGANIZATION  
AND I SEE NO  
REASON WHY IT  
CAN'T BE  
DONE

S.B.  
BECHTEL

THAT'S  
FINE

W.G. ZAHRT

YOU  
CAN  
COUNT  
ON ME  
TILL  
THE  
LAST  
GONG  
SOUNDS

E.H. BRIGGS

THE  
MEN  
ARE  
WITH  
US

J.G. RODMAN



# Kerosene Talk to Pacemakers

By J. G. Rodman, Assistant Sales Manager

The following is Mr. J. G. Rodman's opening address to the Kerosene Class at the Convention. It is followed by Mr. E. J. Gallmeyer's demonstration. Mr. Rodman spoke about as follows:

Gentlemen, in asking you to attend these talks or classes, we realize fully that you are salesmen possessing to an unusual degree the ability to do things and that salesmanship is your vocation. We don't therefore intend this as a set demonstration, or kerosene talk, which we want you to memorize, but we do want to submit a number of facts in connection with this part of our business which



MR. J. G. RODMAN,  
Assistant Sales Manager.

learned thoroughly and used in your own way, should materially assist you in increasing your sales of Bowser outfits for the handling of kerosene.

As all of you know, the Bowser Oil Tank was invented in the year of 1885 for the handling of kerosene—nothing else—and with the large number of merchants yet remaining unsold and the opportunities for exchanges, the field is practically unlimited.

I hold in my hand a booklet entitled "A Dream and a Reality"—Mr. Bowser's own story of his great invention which revolutionized the handling of oils, told in print for the first time and to those of you not familiar with the origin of the Bowser tank, this booklet will prove intensely interesting. Copies may be had on application.

That we are not getting the amount of business for Kerosene outfits that we should was forcibly brought to my attention by a voluntary statement made by a Pacemaker attending the Convention. This gentleman is a member of the Club for the first time after two unsuccessful attempts.

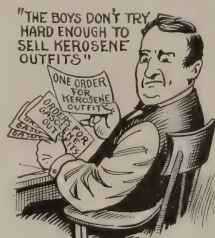
## The Salesman's Wrong Viewpoint.

The territory of the gentleman in question is in one of our Western states and is made up of towns and villages with no large cities, an ideal Kerosene territory, the kind that used to produce from ten to twenty orders per week for Kerosene outfits. This salesman stated to me that he had not been successful in securing this class of business; that it seemed impossible for him to sell Kerosene outfits, etc., etc.

The explanation is easy—this part of the business was being neglected, and he later admitted it. He had the wrong view point; his selling talk had not been mastered; he was working along the lines of least resistance and had become what I term a "Gasolene Pacemaker." From the smile on the faces of a number of you all I have good reason to believe you were elected by the same vote.

Now do not get the idea that we do not want the Gasolene business, for we do. My contention is that you should increase your sales of Kerosene outfits without interfering in the least with the sale of other equipments.

The necessity, gentlemen, for closer and



LESS THAN ONE OUT OF FIVE

harder work in this connection is apparent when I tell you that during the year of 1914, up to and including November 30th, the combined sale of Kerosene outfits, Cut Nos. 1, 6, 15, 19, 301, 303, 305, and 306 represents only 19.3% of the entire number of equipments sold. These figures show that the grand total sales of these eight Kerosene outfits in our line represents less than one out of five. Think it over and determine what you are going to do in your territory during 1915 to increase the sale of Kerosene outfits.

## Salesmen Are Not Making a Determined Enough Effort.

If I needed any additional arguments to support my contention, it would only be necessary to bring to your attention the result of the Kerosene and Lubricating Contest just closed. The results prove conclusively that with few



exceptions, you are not working nor making the effort you should to secure the volume of this class of business your territory is capable of yielding.

A number of our men have told me there is no opportunity for the sale of Kerosene outfits in the larger cities, yet a canvass of these cities show large numbers of Kerosene equipments in use. The mental attitude of the salesman precludes his success under such conditions unless his viewpoint can be changed.

Our representative in one of the largest cities in the South made this statement to me some time ago and I did not agree with him, so we polished up his model and the result of the first day's work was an order for a 19-B. This salesman is a prize winner in the contest just ended, as a result of Kerosene outfits sold for use in this large city and he was the only man from his division to qualify.

Looking backward, I recall that it was not so many years ago when practically our entire business was made up of the sale of outfits to handle Kerosene. In those days type "B" outfits were not made and we had only the one outfit for each physical condition and this had to be sold to the large, intermediate and small merchant.

Contrast our line then and now—we have a Kerosene equipment for the very small merchant, the man doing a medium business, the big merchant, and the largest dealer, an outfit for every class of trade, one that will fit all physical conditions, meet the merchant's requirements and at a price in proportion to his bank account.

Even considering these many advantages enjoyed today, I believe the average salesman years ago secured more orders, earned proportionately more money and had fewer annoyances than today. History would repeat itself if practically all your time was devoted to the sale of outfits for the handling of Kerosene. This we do not ask, nor would such a plan be practical under present conditions, but we do ask that you make an honest effort to increase your sales of Kerosene outfits during 1915.

### There Are Hundreds of Prospects Before You.

As to the advisability of selling the cheaper outfits for Kerosene, I believe there are hun-

dreds of merchants in this country who should have these equipments and nothing else, no other equipment should be shown them, their requirement can be fully met with an outfit of this class, they would not be over sold and the bill would be paid when due.

Often the sale of a lesser priced Kerosene outfit is lost by quoting the higher priced equipment first and a merchant will answer all your arguments by saying that he will not buy now. When he does he will purchase the first outfit shown him, the sale could have been made had only the one outfit been presented.

Salesmanship does not necessarily consist of the ability to sell the higher priced equipments in our line. Very often the reverse is true—the right outfit should be shown at the right time to the right merchant and the right result will be accomplished.

A merchant selling from 35 to 50 gallons of Kerosene a week should have not less than a two or three barrel Cut 1 or 19 and with the proper sales arguments and selling talk you can show a 25 to 100 per cent investment. If you are unable to do this, you should analyze yourself, turn the spot light on your weaknesses and improve your knowledge of these equipments and their talking points until you can accomplish this result.

More type "C" outfits should be sold for Kerosene, show your prospect the many advantages of having all his oil outside the building under ground.

### How Many Prospects in Your Territory.

Recently I asked a number of salesmen this question: "How many concerns are there in your territory who need our equipment and whom you cannot sell."

One man said that there were three hundred, another said:

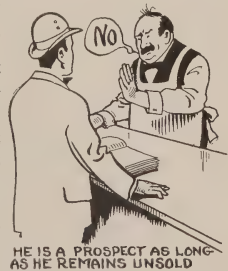
"I will average at least one such prospect a day."

While all of these were not prospects for Kerosene equipment a large per cent of them were. Don't get the idea that your territory is "sold up" on Kerosene outfits—this condition does not exist anywhere.

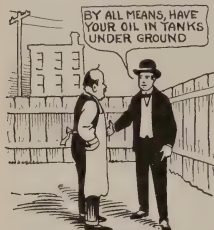
Call on all of the oil men and cultivate their friendship. These boys know conditions all over your territory. They have been advising



BE FRIENDLY WITH THE TANK WAGON DRIVERS



a number of their customers to buy a self-measuring outfit and you with your knowledge can sell these prospects where they would tell the oil man they would not buy. These men know who needs larger storage and where there is an opportunity for an exchange. Keep



MORE TYPE "C" OUTFITS COULD BE SOLD IF YOU DID THIS

in touch with the oil man, be friendly with the tank wagon drivers, get upon their wagon and make a drive with them. You are earning a living selling tanks, theirs comes from selling oil to put in your tank. These men are human—a bond of fellowship soon exists—a brotherly feeling is established and you have a booster who will sooner or later be instrumental in your making a sale.

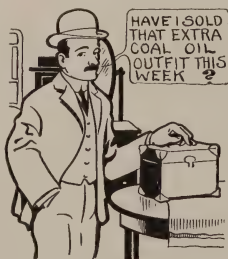
### Be Systematic in Your Work.

Be systematic in your work, use the calling lists, keep a record of your prospects and when they should be seen. Work the towns thoroughly as you go, see every seller and user of oil and talk to each individual as if he was the only prospect in the whole world whom you had a chance of selling and remember this, no matter how many times a man says "No," he is a prospect as long as he remains unsold.

Try working the towns on the Kerosene outfits first and take all the time necessary with each individual, spend a whole day with one man, if down in your heart you believe you can sell him. Then work the other lines and call on the garages, Commercial, Public, and Private last. If you have not followed this plan, give it a trial.

I would like to see every salesman in the Bowser Organization resolve to increase his sales in 1915 by just one additional Kerosene outfit each week. When you close your case for the last time on Saturday, ask yourself the question: "Have I sold that extra coal oil outfit this past week."

If you haven't, sell two more the following week and determine to do it when you start out Monday morning.



GIVE THIS PLAN A TRIAL

### Efficiency the Slogan for 1915.

You have all heard a lot about efficiency during this meeting—its to be the slogan for 1915.

It takes ability to sell Kerosene outfits and I know of no better way you can improve your efficiency than by increased sales of Bowser tanks for the handling of Kerosene.

I now request your earnest and careful attention to the remarks of Mr. E. J. Gallmeyer, District Superintendent of our Lexington Office. He will give you a number of selling arguments successfully used by him in the sale of Kerosene tanks.

Gentlemen—Mr. Gallmeyer.

## A Live Sales Demonstration

Mr. E. J. Gallmeyer, District Superintendent of Lexington Ky., gave the following sales talk at the convention and is the second of the papers we promised to reproduce for your benefit:



MR. E. J. GALLMEYER  
District Superintendent,  
Lexington, Ky.

Kerosene is obnoxious. It is perhaps for this reason that no one grows enthusiastic about kerosene. The groceryman dislikes it, his clerks do not like it, the lady who comes to purchase kerosene is not "crazy about it," in fact, it is almost in universal disfavor. Salesmen like to talk about things that they can grow enthusiastic about and as everybody ab-

hors kerosene, naturally they turn to subjects that are more pleasing to their hearers. The result is that the salesmen prefer and do talk particularly about gasoline equipment.

Kerosene, however, will return just as great a profit for the money invested as does gasoline and it is the obnoxious character of kerosene that has in a measure discouraged the people who have to do with it. Perhaps this is the reason that our sales on kerosene equipment have fallen off, as Mr. Rodman states, and I will try to show that if properly handled, merchants can be interested in kerosene equipment as easily as they can in other outfits which we manufacture.

### Study Your Sales Talks.

I do not know why I have been chosen to make this demonstration. I see so many proficient salesmen before me who I am confident

have the line down better than I have, but since it is up to me, I will give you all I have and if you can use any of it, all right. It is up to us as salesmen, and an argument which will convince one man sometimes falls on barren ground when used on the second prospect. It reminds me somewhat of the old saying:

"Because a hen eats tacks is no saying she will lay a carpet."

Because a merchant listens to what you have to say, does not always determine that he is going to buy. I do, however, contend that if you will work up a good sales talk, your point will not go amiss and if you do not sell your man the first time, perhaps you sow a seed that will be ready for harvest when you come again.

The four cardinal points to be borne in mind in the sale of kerosene equipment, are in my estimation:

- First, a perfect demonstration;
- Secondly, the item of labor;
- Thirdly, over-measure;
- Fourthly, evaporation;



Today it is necessary to show a merchant with a pencil where he is going to pay for his outfit if he buys. True all the other virtues of the Bowser equipment have an influence and should be used, but as our time is short, we will not dwell on them today, such as Safety, Convenience, Cleanliness, etc.

### How to Begin.

We will assume that our merchant handles fifty gallons of oil per week, buys his oil for 10¢ a gallon and retails it for 12¢. On entering a man's place of business I rarely introduce myself before starting my sales talk. I get right down to business without giving him an opportunity to say:

"Oh yes, I know the Bowser line. There was a Bowser man here day before yesterday. I am busy and I have seen your model many times."

I try to avoid these objections but if I am compelled to state my business before I go to a man and he tells me he knows all about a Bowser tank, I drop everything right there and go to the back end of the store and begin to search for his tank, saying aloud:

"Where is your Bowser tank? How is it working?"

The man invariably replies:

"I have none."

Then my answer is,

"My friend you do not know all about a Bowser tank for the man who knows all about a Bowser tank is using one."

### Produce Your Model and Proceed to Demonstrate It.

Usually, however, I open my sample case, produce my Bulletin Book, turn to the equipment that I believe he needs, (say for instance the Cut 19,) put the Bulletin Book into his hand and ask him the question:

"Do you keep your oil in a tank like this?"

Regardless of his reply, I procure my model and start operating. My second statement is that we have here a model of the equipment portrayed in the Bulletin before him. I then make a complete stroke of the pump saying:

"The action I just went through is the drawing of one gallon of oil."

I believe it a very good idea to go very slowly and allow the man to appreciate that the action you went through was in drawing a gallon of oil.

"This is a self-measuring pump, Mr. Jones. It does away with all the dirty, sloppy measures and funnels and makes it as clean and easy for you to handle kerosene as it is for you to take a can of corn from the shelf and sell it to a customer. No oil on your hands, no oil on your clothes, no oil soaked floor, no obnoxious kerosene odor permeating the store, as clean and easy as handling package goods."

Then I return to the model again and go over this gallon stroke two, three, four, five, six, seven times if necessary, in order that the merchant fully appreciates that this is a self-measuring pump; that this does away with funnels; that this does away with measures; that this discharges directly into customer's can in predetermined quantity.

### Prove to Him Where the Oil Should Be.

"Mr. Jones, you will note every drop of oil is in the customer's can, or in your tank. One gallon of oil consists of 231 cubic inches of liquid. You are not giving a gallon and 2¢ worth, but just exactly a gallon—the gallon that the Oil Company delivered to you. You see, Mr. Jones, it puts your oil business on a par with the rest of the things you handle, not a slipshod method such as Noah employed in the ark."

Psychologists say that a man thinks as fast



as he talks and I would caution you to be slow about making your demonstration to the merchant. Because salesmen know all about this tank and fully appreciate its



advantageous points there is a tendency on the part of the salesman to talk fast and not be particular about little points and little things. It's the little things in life that count and by going slowly you can make the merchant fully appreciate the outfit as you do. If the merchant

fully appreciates the equipment you have him sold. Do not try to crowd down a poor German grocer's throat in two minutes all it has taken you two weeks to learn. This method results in nothing but "Not today. Thank you."

### Return Again and Again to the Model.

Return again to the model. Draw another gallon and emphasize:

"Just as clean and easy to draw a gallon of oil as it is to take a package of 'Uneeda Biscuit' from the shelf and hand it to the customer—no contamination connected with it—no loss in spilling—no slopping of any kind. In fact you can fill your customer's can or handle bulk sugar, tea or coffee with the same hand and be sure there will be no contamination due to kerosene perfumed hands."

Now we come to the intermediate quantities. Before you demonstrate how to draw a half-gallon, turn your model completely around and allow the merchant to see how you set your model for the drawing of a half-gallon. You are not a slight-of-hand performer, nor can he see around the corner.

I have seen salesmen who would set their model for a half-gallon and not allow the customer to see the change that took place, but simply go on stating:

"Now this is a half-gallon, this is a quart, etc."

This is the incorrect way. Turn your model completely around and let him see what you are doing, stating.

"Mr. Jones, in order to draw a half-gallon I move this little stop around to the half-gallon mark. This only permits me to bring my cog bar up half way. The result is that we discharge but a half-gallon of oil. You see it is forced accuracy. The pump only allows me to draw a half of 231 cubic inches into the cylinder



and when reduced half the reduction is undeniably correct. The result is that an accurate half-gallon is drawn. Now here is a fact that you can learn about your faucet tank when drawing oil. If the faucet on a tank is so tight that it will not leak, it is almost a physical impossibility to shut it off and if it so loose that you have perfect control over it and can shut it off by the flip of a finger, you will find oil running all over the floor. Now, in drawing half gallons, (even if you have a particularly keen eye), your gallon measure tapers. When you see that the measure is about half full, the fact that it is so hard to shut off the nozzle will impede your progress and two or three ounces of oil, or perhaps more, have gone into the measure before you can shut off the flow. It being a little thing, of course, you overlook it and a sale of this kind is made at a loss."

### Emphasize the Accuracy of a Bowser Pump.

Return again to the model and emphasize that an accurate half-gallon can be drawn as easily as a gallon. With a quart it is the same as with a half-gallon. Run over this three, four and five times showing him how just one stroke results in the discharge of a quart of oil, then go over the entire operation again, perhaps two, three or even four times.

### The Bowser Computer.

Down South the Computer is one of our best talking points. Colored people come into the grocery and ask for two, three or four cents worth of oil. Then again they will come in and say:

"Boss, fill me this bottle please."

"Or they will bring the oil container of their oil stove in and ask to have it filled. Now handling oil the "old way," the merchant has no intelligent or correct manner of gauging the amount of oil sold and invariably these small sales are made at a loss.

I take the computer in my hand, take it apart, place the ising-glass, the three cards and case in plain view of the merchant and call his attention to the fact that this is to his oil tank what the computer is to his scales. It enables him to sell down as low as 1c worth of oil accurately no matter what the gallon price may be.

Any fluctuation in price is taken care of by a series of cards that are furnished with the computer, so if oil is retailed at 12c a gallon the 12c card is placed in front and if oil is retailed at 15c a gallon, the 15c card is placed in front. Go over this very slowly in order that

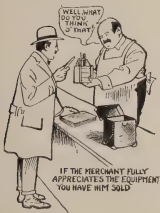
he may not gain a wrong impression. Now take your 15c card and draw his particular attention to same in the following manner:

### A Practical Illustration.

"Mr. Jones, you will observe that this card has 15 spaces on it, running from one to fifteen. Run your pencil up the red figures and start counting, 1, 2, 3, 4, etc. Then come down on the black figures and do the same. If oil is selling at 15c a gallon and we have fifteen divisions on this card, Mr. Jones, then each division represents 1c worth, does it not? Well sir, in the case of oil selling at 12c you place your 12c card in front, it also is divided into twelve equal spaces, then each space represents 1c worth."

Now assemble your computer and place it on your tank—draw your prospect very close to the model with the remark:

"Now Mr. Jones, watch this operation very closely. We will run this up to the red '1' and bring it down again and we have drawn 1c worth. Now we run it up to the red '2' and bring it down again and we have drawn 2c worth. Now we will run it up to the red '5' and down again and we have drawn 5c worth and so on up to the 10th, 11th, 12th, 13th, 14th, and 15th division, etc."



Go over this 1, 2, 3, 4, 5 and even 6 times until you are satisfied that the merchant fully appreciates same.

"The known or predetermined quantities are computed in red figures while the unknown quantities such as fill this bottle for me, fill this jug for me, are computed in black figures."

We will run up clear to the top. Now observe the black figures. We have Mrs. Jones' bottle under the nozzle now and we are going to fill it for her, that is, 1, 2, 3, 4, 5, 6c worth. Mrs. Jones' bottle holds exactly six cents worth. No over-measure—absolutely accurate. The unknown quantities you see are computed on the black figures.

This too, should be gone over three or four times. I have found equipments in use by customers that did not know what their computer was for. It had never been explained to them, in fact the computer had not entered into the sale of the tank at all and when they were told the value of it, they were highly elated.

### Explain Our Float Gauge.

In explaining the Float Gauge, I always make the statement:



"This, Mr. Jones is a Float Gauge. It is approximately correct. It enables you to buy intelligently and constantly have a record of the amount of oil that you have on hand."

It is a mistake to tell a customer that this Float Gauge will enable him to check the oil man to the minutest degree, but I tell them that if a mistake were to occur it would always be in the amount of ten gallons, inasmuch as the oil is usually carried in in ten gallon quantities by the man who delivered the oil. I never reflect upon the character of the man delivering the oil but in explaining this I simply ask my prospect:

"Mr. Jones, did you ever try to put six gallons into a five gallon can?"

If he has been in business any length of time he will admit "Yes".

"Now this oil man in his hurry is encountered by a friend outside and interrupted in his work of delivering the oil into the container. Is it not just possible he should lose count of the oil he is putting into your container? This man is getting \$2.00 a day and he cannot afford to make a mistake in your favor. You know the old story "When in doubt." If on the other hand the oil men were inclined to short measure you, this is what would happen."

Now take your pencil and put around the guide on the float gauge and start to raise it slightly with these remarks:

"This is what the float gauge says, 'Now, Jim do not try to slip anything over Mr. Jones today because I am watching you and you know I am always a trifle short in my calculations so the best thing you can do is to be accurate.' This is the advice that the little float gauge gives the man that is delivering the oil, who is inclined to put one over on you, with the result that you always get what you pay for."

### A Talk on the Drip Tube.

Take the screen out of your Drip pan and remove the drip tube by raising it out of your model a little, showing the man that the tube runs to the bottom. Do not take it out altogether but simply enough to show the man that it extends below the top of the tank with this statement:

"Mr. Jones, this tube runs to the bottom of the tank and never allows more than one two-thousandth part of the entire surface of the oil to be exposed to evaporation."

This, the **Demonstration**, is the first cardinal point and by far the most important to be observed in making a sale. I cannot lay too much stress on a careful demonstration and experience has taught me that after the demonstration has been thoroughly made the greatest part of your battle has been fought.

### Sale Talks Upon Labor.

Now we will make up a statement of our assets and liabilities as far as the oil handling problem is concerned, in the same manner as if we were making up a statement of our business which we were to take to our banker in an endeavor to negotiate a loan

1. Tank .....	\$ 5.00
2. 12½% depreciation .....	.62
3. 50 gallons oil at 10c .....	5.00
4. Labor, 50 a month clerk .....	34.60
5. Over-measure .....	15.12
6. Evaporation .....	3.12
7. Interest 6% .....	.60
8. Cost of handling oil per year...	59.06
9. Assumed profit per year .....	52.00
10. Loss from working capital .....	7.06

### Explanation.

Items 1 and 2:—In order to enter the oil business at all, we must have some kind of a tank so we will buy a \$5.00 tank from the Oil Company. This tank will last perhaps eight years and we must charge 12½% of this tank to each year's business which makes it 62c per year.

Item No. 3:—We must have this tank filled and so we purchase 50 gallons of oil at 10 c which amounts to \$5.00.

Item No. 4:—From the time the merchant relieves Mrs. Jones of her can and returns to his business after having washed his hands, fully four minutes elapse. He must take the can, go to the back room, measure and funnel the oil into the can, return to the front with it, again go to the back room, wash his hands and come back to the front of the store before he is ready to do business. This is invariably the case.

If a lady comes in to buy groceries and she has her kerosene can with her, the first thing she hands the merchant is the oil can with the statement:

"Give me a gallon of oil."

No matter how many other articles she wants she wishes first of all to be relieved of the dirty oil can. The result is the merchant spends at least four or five minutes drawing the oil before he can proceed with supplying the rest of his business.

Four minutes per gallon is not too much and on 50 gallons per week amounts to 10,400 minutes per year or 173 hours which at 20c per hour amounts to \$34.60 per year. This is the time consumed in drawing the oil. (See note below for plenty of time in which to draw oil).

Item No. 5:—The next item is over-measure. A gallon of oil weighs 6 lbs. 6-2/3 oz. You take and place the average can on a scale and you will find it over-weighs all the way from 4 to 9 oz. or even more. The measure thus placed will weigh from 6 lbs. 9 oz. to 7 lbs. 1 oz. I have found two measures sitting side by side on a store floor that varied 8 oz. It is almost a physical impossibility to draw two gallons of oil that will weigh exactly the same with an old measure. You can safely state to your customer that you will wager that he cannot come within two or three ounces of drawing two gallons of oil alike with his measure.

In order to give you a basis upon which to calculate the amount of over-measure, get the tare weight on his measure and balance your scale then fill this measure full.

It is rather hard to carry a measure from the back end of the store to the average scale and would suggest that you use an empty milk bottle or another measure as an auxiliary and when you have your trial measure on the scale, pour from the other container as much as is needed to fill your measure even full. This is the way it is usually sold out when the measure is standing under the tank and the fact that the floor is oil soaked shows that a great many times it is spilled over the sides.

In doing this, salesmen should be careful to make the most of such a demonstration and if the measure is 8 oz. over-weight make your calculations on 8 oz. If it is 10 oz. over make your calculations on 10 oz. but in this instance we will use 5 oz. as a basis. Five ounces of oil on 2600 gallons at the sale price of 12c per gallon amounts to \$15.12. If the sale price is 15c per gallon you should compute your over-measure on 15c per gallon. Some men argue





that this should be computed on the purchase price. This is a mistake for the merchant has the oil delivered into his can and is entitled to the profit which he has figured on this commodity. The fact of the matter is he loses the whole sale price of the oil and not the purchase price of the oil.

Item No. 6:—Evaporation:—One authority says that 7.2% of evaporation will take place in kerosene in one year. As I am not familiar with the surface that he had in mind or under what temperature it was stored, I hesitate to say so large a percentage of evaporation will take place in the average store, but to state to a merchant that 1% of evaporation takes place in his oil is a very low estimate and readily conceded. One percent evaporation on 2600 gallons of kerosene per year amounts to \$3.12.

Item No. 7:—Interest on the investment, tank \$5.00, oil \$5.00, total amount invested \$10.00, at 6% means 60c per annum.

Item No. 8:—This is what it cost you to conduct your oil business annually, handling 50 gallons per week, namely, \$59.06. Retailing oil on a 2c margin gives you a profit of \$52.00 on 2600 gallons of oil.

Item No. 9:—As your oil department costs you \$59.06 and your profit is but \$52.00, you have a loss from your working capital of \$7.06. Bear in mind that this is not a loss of \$7.06 from the profit, but the entire profit plus \$7.06.

### THE BOWSER WAY

1. Cut 19, Type "A", 2 bbl.....	\$62.00
2. Depreciation 5%, lasts 20 years.	3.10
3. Oil .....	5.00
4. One minute per gallon Bowser Way .....	8.65
5. No over-measure .....	—
6. No evaporation .....	—
7. 6% interest .....	4.02
8. Profit per year.....	52.00
9. Cost of handling oil per year....	20.27
10. Gain on working capital.....	31.73

Item No. 1:—Bowser, Cut 19, 2 bbl., Type "A" cost \$62.00, lasts 20 years. Each year \$3.10.

Item No. 3:—Fifty gallons of oil at 10c per gallon, \$5.00.

Item No. 4:—Kerosene handled at one minute per gallon, labor at 20c an hour, \$8.65.

Item No. 5:—Over-measure, none.

Item No. 6:—Evaporation, none.

Item No. 7:—Interest at 6% on \$67.00 total investment in one tank and 50 gallons of oil, \$4.02.

Item No. 8:—All that can be charged to one year's business is the depreciation on an equipment plus 6% interest on the money. If I were putting up a store building I would not think of charging the cost of that building to one year's business, but only the depreciation plus the interest.

### Stock Excuses.

Now, there are a number of old stock excuses that come up right along which I will endeavor to answer. The first is: "I am going to sell out."



STOCK EXCUSES

If your merchant is serious and conscientious in this statement, you have no choice. There is nothing you can do. If he is not serious, however, drop the matter and go ahead with the demonstration. Sometimes you can relieve the situation by simply telling a little story.

"Oh yes, you are going to sell out. Now if you had a horse that you were going to sell you would simply tie him out in the street. You would not give this horse shelter any more, neither would you feed or water him. You are going to get rid of him anyway so what is the use of wasting any more time with him."

Another stock excuse you have come up is: "I cannot afford." Let us see whether the merchant can afford to handle kerosene or not.

### Comparison With Other Goods Handled.

	Annual Turnover.	Total Profit Per Year.
Canned goods bring profit of 15% .....	10	150%
Shoes pay about 50% profit .....	3	150%
Notions, 33 1-3% .....	4	133 1-3%
Sugar pays 5% .....	25	125%
Kerosene pays 20% .....	50	1000%

On all of the above listed articles with the exception of kerosene, he spends time and money inspecting stock and buying, also he uses the best of his ability in the sale of these products.

This same man however buys oil in a most careless manner. The oil man simply sticks his head in the back way and asks: "Will you have any oil today?"

His usual reply is: "Fill her up."

In the sale of oil he is equally weak notwithstanding the fact that this is a 1000% article.



Did he ever lean over the counter and say: "Did you bring your oil can with you today?"

For all of the above mentioned articles, he has glass cases, refrigerators, computing scales and other labor saving and business increasing store equipment while his oil that brings him the great- est percentage of any article he handles in the house, is handled in antique and long discarded manner (at least discarded by "up-to-date" merchants).

Another old stock question. "What will you give me for my old tank?"

"I will give you, Mr. Jones, exactly what the

tank is worth to you. How long have you been in business? Six years. Now refer to the tables previously given. Subtract the cost of the "Bowser Way" from the "Old Way" and you will find an annual loss of \$38.79."

"In six years this outfit has cost you \$232.74 since you have been in business. How long can you afford to continue in this manner? What is the old tank worth to you Mr. Jones? A loss of \$38.79 per annum.

Now I come to the last stock excuse we will dwell upon today and thereby close my remarks regarding the sale of kerosene equipment.

"We have lots of time in which to handle oil. If I hire a man and pay him 20c an hour and he loafs an hour and then does an hour's work I am paying him 40c an hour for the time he is actually working. If that is true then your labor item should be double what we have charged in on the above schedule."

## A Wonderful Fire Test

Never Before Has Our Equipment Been Subjected to Such a Severe Fire Test

One cloudy day early in the month of last December, our Factory Installation Department erected in an open field outside of Fort Wayne, a Cut 242 Pump connected to a 1-bbl. 12-Gauge, Type "C" tank. This installation was all above ground and yet made to conform exactly to conditions of an actual installation.

The pump and tank were connected by an 18-ft. suction with a 1½-inch galvanized suction pipe, and the vent was run up 18 feet above the tank and capped with an Air Vent Protector, Cut 164. There was a separate connection made on the tank and pump with ¼-inch pipe and run 90 feet to two pressure gauges to show what pressure was reached in both the pump and tank during the test.



View Showing a Representative Installation All Above Ground.

The tank was placed 8 inches above the ground on two cement blocks, one at each end, and with two others at right angles to keep it from rolling. At a distance of 18 feet a Cut 242 pump was set up on cement blocks, so that the suction pipe from the top of the tank to the pump was level. The tank was filled with about 40 gallons of gasoline. The suction line and gauge were litharged and tightly screwed in. The suction line and gauge pipes were filled with gasoline and the discharge nozzle shut tightly.

Three hundred pounds of tar-soaked barrel staves were then placed around the pump and a like amount about and under the tank.

Photographs were taken of the apparatus when ready to be lighted, during the test and at its conclusion.

The fuel was lighted at two minutes past three and the heat reached its greatest volume at 33½ minutes. At this time the gauge attached to the pump showed a pressure of 300

pounds plus. At 3:48 the test was over and we had proved conclusively that our equipment was absolutely explosion proof.

Upon examination of the equipment at the completion of the test, we found very little damage done. The cylinder on the pump was slightly warped and roughened by the heat, but did not show any indications of the tremendous pressure to which it had been subjected.

It is true that the packing, solder, leather and litharge in the equipment and connections was destroyed.

However, the equipment itself, as we stated before, was practically uninjured. For example: Upon examination of the foot valves we found that the heat had been sufficient to burn the litharge in the pipe joint. The solder on the screen around them was also melted, but the screen was still in place. The foot valve leaked at the rate of 34 drops per minute when given the usual severe test in the factory. It did not take much, however, to put this valve back in perfect order.



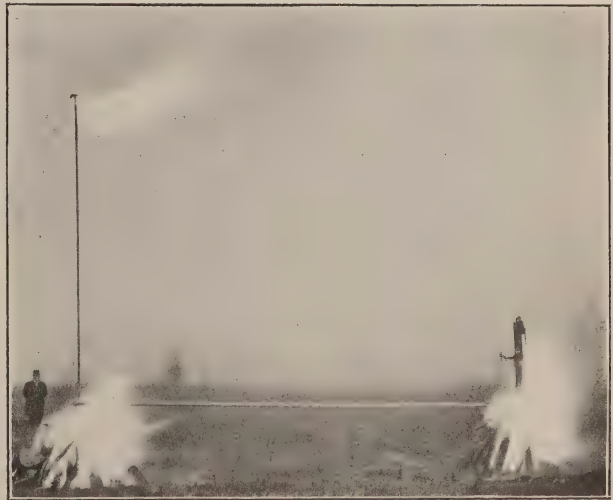
View Showing the Oil and Tar Soaked Wood Placed Around the Tank and Pump Ready for Firing.

About a pint of gasoline remained in the tank after it had cooled.

To sum up the entire test, we will quote from the Chief Inspector's report the following conclusion:

"The test showed that danger from an explosion which would throw out any gasoline is practically impossible."

This is evidence sufficient to prove the correctness of the Bowser principle of storing and handling gasoline and oils and substantiates the claims of thousands of Bowser users that the equipment is explosion proof.



As the fire progressed the fumes escaping from the vent pipe were purposely lighted to note their volume and to increase the hazard of a possible explosion. Mr. S. F. Bowser may be seen standing to the left of the picture—proof conclusive of his faith in his own product and invention.





The Pressure Gauges.

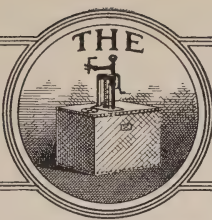


After the Test

Mr. G. W. Lewis, formerly of the Ft. Wayne Office, now traveling under the Washington District, just recently gave us his promise that he would be at the convention next year as a full-fledged Pacemaker. "Good for you, Geary," and we are going to hold you to your promise to the very letter. We know you can do it if you will, and we also know you have the determination to stay by until you have done it.

Mr. Charles Webb, Atlanta's Charleston, S. C., representative, started the month of February right by selling a 2 bbl., Cut 19-B, F. C. W. O. The Atlanta Office advises that some people say the "Ricebird" state is headed for the "Bow-wows." No money in circulation—a tale of woe longer than the Mosaic Law. We do not believe it. Neither does Charley Webb. He knows better.

# BOWSER



# BOOMER

VOL. XI

March 1, 1915

No. 5

## PAINT OIL NUMBER

### Features in This Number

<b>A Talk On Paint Oil Equipment</b>	- - - - -	<b>Mr. W. R. Hance</b>
Paint Oil Talk	- - - - -	Mr. C. M. Carpenter
A Lyon Meeting In the Factory	- - - - -	Rev. E. H. Clifford
Assistant Sales Manager Rodman	- - - - -	Picture
Its Up To You	- - - - -	Two Page Cartoon



# BRANCH OFFICE STANDINGS

7th Week Ending February 20, 1915.

## SENIOR OFFICES

FIRST - DALLAS



W. M. MANN, Manager

FOURTH SAN FRANCISCO



D. S. JOHNSON, Manager

SEVENTH - CHICAGO



L. P. MURRAY, Manager

SECOND - FORT WAYNE



E. J. LITTLE, Manager

FIFTH - ALBANY



J. H. McCONNELL, Manager

EIGHTH - TORONTO



W. R. HANCE, Manager

THIRD - ST. LOUIS



G. H. HASTINGS, Manager

SIXTH - ATLANTA



H. W. BROWN, Manager

NINTH - HARRISBURG



R. S. COLWELL, Manager

## JUNIOR OFFICES

FIRST - WASHINGTON



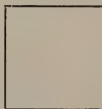
A. W. DORSCH, Dist. Supt.

SECOND - DENVER



C. C. BARNET, Dist. Supt.

THIRD - PHILADELPHIA



T. D. KINGSLEY, Dist. Supt.

FOURTH - LOUISVILLE



E. J. GALLMEYER, Dist. Supt.

FIFTH - NEW YORK



H. C. CARPENTER, Dist. Supt.





UPON the Bronze Tablet, illustrated at the left, which adorns the wall in the corridor of the main office at the Home Plant is inscribed the names of the three salesmen who secure the largest volume of business during the year regardless of lines worked. This tablet is seen by all visitors who come to the plant during the year. The forty likely candidates for this honor at this writing are listed below.

## Standing of Forty High Men, February 25, 1915

Salesman's Name	Office	Salesman's Name	Office
1. C. R. Eggleston	Albany	21. K. F. Hessenmueller	Harrisburg
2. H. E. Dobson	Engineering Sales	22. A. M. Lucas	Denver
3. W. H. Coddington	St. Louis	23. J. T. Gibbons	Washington
4. E. F. English	San Francisco	24. F. E. Walters	San Francisco
5. E. F. Klotz	San Francisco	25. R. L. Matthews	Dallas
6. F. M. Kennedy	San Francisco	26. A. Z. Caron	Chicago
7. R. J. Coddington	San Francisco	27. A. G. Hartgen	Harrisburg
8. G. P. Stovall	Washington	28. W. A. Hemenway	Albany
9. L. W. Cheney	Fort Wayne	29. W. H. Pritchett	Fort Wayne
10. C. B. Evans	Fort Wayne	30. H. Beique	Toronto
11. G. P. Dickey	St. Louis	31. R. G. Fisher	Denver
12. J. H. Armstrong	Engineering Sales (Third Tablet Cutter—1914)	32. Max Heintze	Louisville
13. W. H. Lease	Fort Wayne	33. J. J. Connelly	Engineering Sales
14. J. C. White	Dallas	34. G. E. Bowen	Chicago
15. A. McIntosh	Toronto	35. M. Laupheimer	St. Louis
16. W. H. Abbott	St. Louis	36. G. H. Reuben	San Francisco
17. J. T. Webber	Chicago	37. J. M. Tucker	Dallas
18. J. F. Vonderembse	Denver	38. E. L. Milliron	Engineering Sales
19. W. E. Tousley	St. Louis	39. R. A. Choat	Denver
20. R. T. Lawrence	Chicago (Second Tablet Cutter—1914)	40. H. A. Leonard	Chicago

## Five High Men by Points in each District, February 26, 1915 (Districts Listed Alphabetically)

ALBANY		DALLAS		FORT WAYNE		NEW YORK	
1.	C. R. Eggleston	1.	J. M. Tucker	1.	L. W. Cheney	1.	F. H. Peebles
2.	W. A. Hemenway	2.	R. L. Matthews	2.	C. B. Evans	2.	W. H. Ladd
3.	G. W. Elliott	3.	J. C. White	3.	W. H. Lease	3.	H. Dalgaard
4.	F. W. Devereux	4.	E. P. Walker	4.	W. D. Pyle	4.	G. W. Scott
5.	W. F. Foley	5.	C. M. Sigler	5.	Jos. McDonough	5.	A. B. DeLacy
ATLANTA		DENVER		HARRISBURG		PHILADELPHIA	
1.	F. C. Schuster	1.	J. F. Vonderembse	1.	A. G. Hartgen	1.	H. A. Vortigern
2.	R. W. Maxey	2.	R. G. Fisher	2.	K. F. Hessenmueller	2.	D. W. Chase
3.	J. S. Carrington	3.	A. M. Lucas	3.	W. B. Offerle	3.	W. S. Parker
4.	R. D. Shannon	4.	F. H. Kilver	4.	H. J. Bradshaw	4.	W. M. Booker
5.	N. B. White	5.	R. A. Choat	5.	W. Duffield	5.	Fred Browne
CHICAGO		ENG. SALES		LOUISVILLE		ST. LOUIS	
1.	R. T. Lawrence	1.	J. H. Armstrong	1.	Max Heintze	1.	W. H. Coddington
2.	J. T. Webber	2.	H. E. Dobson	2.	F. L. Alsobrook	2.	G. P. Dickey
3.	G. E. Bowen	3.	J. J. Connelly	3.	J. B. McPherson	3.	W. E. Tousley
4.	A. Z. Caron	4.	E. L. Milliron	4.	J. P. Neely	4.	W. H. Abbott
5.	R. E. Clement	5.	S. F. Taylor	5.	D. Moore	5.	C. E. Cook
SAN FRANCISCO		TORONTO		WASHINGTON			
1.	F. M. Kennedy	1.	A. McIntosh	1.	G. P. Stovall		
2.	E. F. English	2.	H. Beique	2.	J. T. Gibbons		
3.	E. F. Klotz	3.	N. Paquette	3.	L. O. Pack		
4.	R. J. Coddington	4.	A. C. Ellis	4.	A. L. Corbin		
5.	G. H. Reuben	5.	D. McGillivray	5.	H. W. Bell		

# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY  
S. F. BOWSER & COMPANY

Edited by GEO. A. TOWNSEND

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS EMPLOYEES

MARCH 1, 1915



## CANCELLED ORDERS.

Every concern has to deal, more or less, with the Bugbear of canceled orders. Some of our boys are seldom, if ever, troubled in this respect, while others seem to be especially unfortunate along this line.

A canceled order, in some cases, is a reflection on the selling ability of the salesman who turned the order in, but it is also often caused by circumstances the most tactful salesman cannot circumvent. Let this be as it may—we are unanimous in our desire to minimize or, if possible, completely wipe out this evil.

In analyzing the situation, let us first get to the most common reason for cancellations. Naturally, the first point would be the buyer's respect for a signed order. Some salesmen seem to do their best to impress the idea on the buyer that a signed order incurs no obligation. They take this action because they fear the careful buyer will not sign or at least will shy if he realizes that signing an order is to all purposes like spending the money on the spot. Of course no salesman wants to encourage canceled orders, but by inferring that a signed order is an obligation any less binding than a promissory note, thus depreciating its value, he is unconsciously doing so. This happens because the agent in his haste to secure the signature does not stop to convince or satisfy the buyer, but slights conditions and everything else he can and still get the signature.

The next reason is no doubt due to the salesman's desire to see how quickly he can secure the signature, getting it by high pressure methods and leaving the buyer really only half convinced.

Another reason is that some salesmen make strong statements during the demonstration and confuse the buyer as to styles and prices; then, when the buyer has in mind a certain style at a certain price, the agent writes up the order differently, which results in questions, expla-

nations and some times disputes. As the buyer has said "he'll take it," he signs the order, but with doubt and misgivings, and as soon as the agent is gone, makes up his mind he won't take it.

Many salesmen have experienced a feeling in some sales that the buyer would cancel before the goods were shipped and in taking the order really felt it would not stick. Now, under these circumstances, a salesman should secure every safeguard possible, as a little extra effort spent at this time may save the annoyance of a cancellation and the expense of a return trip to reinstate.

Our order blanks plainly state upon them, "not subject to cancellation," to which the buyer may raise an objection. Some salesmen waive this by intimating this clause in the contract is merely a formality, and being thus assured, the prospect signs. Whether or not he afterward has occasion to break faith is another matter, but should anything occur that would induce such an inclination, he would have no hesitancy whatever in canceling. This situation is especially dangerous should a salesman of a competing line happen along and try to bulldoze the purchaser into believing his firm can give him a better bargain.

As stated before, some cancellations are unavoidable—the purchaser having bonafide reasons, such as business reverses, sickness, etc., but 85 per cent. of canceled orders are really due to some fault in the salesman's methods. The salesman who bends all his energy to enlisting the advocacy of the customer, convincing him the goods are necessary in his business—and will not only earn a profit on the investment, but add to his prestige and standing as an up-to-date merchant in his community—that they are worth all he pays; inspiring the customer with confidence in the transaction, the goods, the firm, yourself and your methods—will find the trouble abated. The cleanest, surest, quickest and most satisfactory way is to secure a large part—if not all of the payment for the goods on the spot. Even a \$5.00 payment would show good faith and the sincere business intention of the purchaser, and you may rest assured if each cancellation would cost the purchaser \$5.00, there would be fewer cancellations. The "part payment with the order" rule is a good rule in all cases and greatly to the salesman's advantage, but the salesman suffering from cancellations will find it a pretty sure cure for that disagreeable bugbear and should at least apply it to all cases in which he has any misgivings or doubts about the order sticking.

## PERSONALS

We are advised by our Atlanta correspondent that Mr. J. H. Adkins, our Nashville, Tenn., representative, "broke out" with F. C. W. O. again. One lucky prospect was exposed and signed up for a 5 bbl. "Red Sentry." Indications now seem to be that Nashville is going to be affected with Pacemakeritis during the year. It is all right to "break out" when you can do it in that style.

• • •

Mr. P. M. Miller, of the Chicago District, was a caller at the Boomer Office recently. He did not just say how he was going to do it, but from what he said, we expect him to be a Pacemaker this year or "bust."

• • •

They say, however, that he can't "hold a candle" to E. M. Dusseau, City Salesman. It is said he has Carpenter beaten off the boards when it comes down to the fine points in shunting interurbans or singeing the coat-tails of crossing pedestrians.

• • •

Mr. A. Z. Caron, salesman under the Chicago District, paid us a short visit the other day. With two "A. Z.'s" around we surely had to keep right on the job.

• • •

Mr. J. L. McMorris, working under the Chicago Office, paid his first visit to the factory recently. It is needless to say that Mr. McMorris went away more enthusiastic than ever about the Bowser line.

• • •

A horse on Hoffay. Mr. J. V. Hoffay, of the Foreign Sales Department, whose work in the interior of his territory requires long rides on horseback, had the misfortune recently of having his horse stumble and fall, throwing Mr. Hoffay beneath him. The only thing that protected Mr. Hoffay from serious injury was the mud through which he was traveling.

Mr. Hoffay is now laid up, but expects to soon be able to continue his work.

• • •

If you want to have heart disease right, spend a day with C. M. Carpenter at Detroit, riding around in his machine. The following is one day's experience:

Head-on collision with an interurban.

Out of gasoline during the crowded part of the evening. Result: Push car by hand to a side street.

Stopped four times by crossing policemen, and warned against ignoring signals.

Outside of these little incidents he is "some driver."

Mr. R. E. Clement, a 1915 Pacemaker from Chicago, was a caller at the office recently soaking up some additional enthusiasm and getting a line on things down here so he would know how to act when he comes to the Convention next year.

• • •

We have a couple of nice public garage orders from Mr. J. C. White, one amounting to 12 points, another amounting to 17 points. Good work, Mr. White, and keep it up.



**OUR ASSISTANT SALESMANAGER SOME YEARS AGO.**

We are not going to give dates as to when the picture accompanying this article was taken. It might be embarrassing to our Kentucky Colonel, Mr. J. G. Rodman, Assistant Sales Manager. However, those of you boys who remember that old model that is pictured can form some idea as to the age of the photograph.

Mr. A. G. Ratliff, who traveled for us in the South, is receiving his instructions from Mr. Rodman as to where the prospect's signature should go on the order blank. Note the earnestness of both during this transaction. How many times they posed and the number of plates spoiled is, as Kipling says, "Another story."

• • •

J. T. Gibbons, Washington City Salesman, has again proven his ability to get the name on the dotted line. He has a bad attack of C. W. O. getheretis.

He recently closed a nice garage order for one thousand 3-16 inch tank, two Cut 101 "Red Chiefs," five Cut 125 one-barrel outfits for lubricating oil, and he got F. C. W. O. This is what we call salesmanship of the first class.

• • •

N. B. Steele sent in six orders one day last week. Watch him Steele into the Club by July 1st.



Mr. J. B. Beall, of the Engineering Sales Department, is some little mixer. Ask the Detroit Office force if this isn't so.

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Mr. Frank James, the installation man from Atlanta, has been transferred to act in that capacity at Detroit. He grabbed hold of his work as if he liked it, in spite of the zero weather.

◎ ◎ ◎

We noticed the other day a Summary of Daily Reports from Salesman L. B. Robinson:

"Total amount of Sales—9 pts., F. C. W. O."

Remarks: "Too much blizzard for my man to come in. No livery to drive me out, so walked six miles in ice and snow to nail him."

That's what ye editor calls "nailing some."

◎ ◎ ◎

February 4th was Jack Sterling's fourth anniversary of his connection with S. F. Bowser & Co., so, as he tells us, he laid off and celebrated. The result was two 7-Bbl. Cut 41's, two Cut 102's and a 12,000 gallon tank—total, about 50 pts. worth of business.

Say, that certainly would leave a better taste in a man's mouth than some celebrations we have heard of.

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Mr. G. A. Townsend, Editor "Bowser Boomer:

Dear Mr. Townsend—I started on only road that was open in my territory—and that closed when I reached Beaver, Utah.

Abandoned auto and started in rig; a severe blizzard compelled us to leave rig and make for a ranch. Some idea of road conditions is obtained when I tell you it took five hours to walk three miles, and (later) the ranch wagon took 27 hours to cover 40 miles.

The long journey gave me time to think Bowser Tanks—sell myself again.

With personal regards,

Yours truly,

S. J. REDFORD.

◎ ◎ ◎

The Washington District salesmen are right behind Mr. Dorsch in his determination to win the CUP at all hazards. Denver will have to move faster than she did last year if she intends to bring home the bacon, for Washington has some high grade talent this year that they didn't have last year. They are in to win or "bust."

◎ ◎ ◎

We have a treat in store for some of you men. The editor has been promised a photograph of Sales Manager Briggs and his Assistant, J. Geary Rodman, in the former's Ford, illustrating the ease with which that machine

climbs telegraph poles. Just when we can get them to pose for this athletic stunt is a question, but we are assured they will make the attempt in the very near future.



SALESMAN W. E. TOUSLEY  
of the St. Louis District.

The following extract was taken from Salesman W. E. Tousley's (St. Louis District) letter of February 6th:

"I made up my mind after reading the Convention Number of the Boomer, to be at the Pacemakers' Convention next year in person and see for myself what is going on. I want to hear every word of the splendid 'pep-making' speeches. This may be taken as a threat or a promise, whichever way you are pleased to look at it."

We are going to hold you to your promise and consequently expect to see you here at the Convention next year.

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The Washington office has had their share of sickness among their salesmen, Michie, Hellwegg, Bennett, Lea and Dodge having been unable to work full time the past month on this account.

◎ ◎ ◎

A. H. Dorsh is starting out like an old-timer, and closed a 9 bbl. Cut 241 and a 5 bbl Cut 241, the first week out. We believe Arthur is the youngest salesman on the Bowser force, being 22 years of age.

◎ ◎ ◎

John Lea, of the Washington District, closed a fine business during January, but has been off duty since February 1st, on account of illness. Mr. Lea has returned home from the hospital and is now on the job again. More of those nice Battery Outfit orders will now be forthcoming.

This will advise that effective Feb. 15, 1915, the Kentucky Office will be changed from Lexington to 410 Paul Jones Building, Louisville. Give us your new slogan, Ernie. The boys would like to hear about it.

• • •

Sales Manager Briggs and his charming assistant, Colonel Rodman, were discussing territories in the East. As there was to be strong Fite (ing) at the front, the Company wanted to be prepared. They at last decided to take Harry Gunn and Walter Schott and put them on the "firing line."

• • •

Mr. J. C. White, of the Dallis District, is "right on the job" when it comes to the question of F. C. W. O. On a business of about 78 points written in January, 66 points were C. W. O. In fact, every order taken with the exception of one, was F. C. W. O., and on that one 50% was C. W. O. Eighty-five per cent. of the month's business C. W. O. is certainly a record to be proud of. Mr. Mann, Manager of the Dallas Office, writes regarding Mr. White's work as follows:

"Some of the customers have resorted to some very strenuous measures to enable themselves to take advantage of the discount which proves to be so alluring when described by Mr. White.

"We learn that some of the fellows have mortgaged their life insurance and the ladies have "hocked" their jewelry. The gratifying thing about all of this is that Mr. White's customers meet him and greet him with a glad hand at all times and assure him that they are more than pleased with the equipment sold them.

"We will wager that he leads the entire organization this year in securing cash with the order. If you know of any other 'silver-tongued orators' whom you want to turn out, let us know whom they are and we will put White against them any time."

• • •

L. O. Pack, who has taken up territory under the Washington District, has started out as though he intends to keep up his record as a Pacemaker by sending in two nice orders the first three days in the field.

• • •

Mr. T. L. Prough is now out on Fort Wayne territory prying loose orders for his District. We are glad to have you with us, Mr. Prough. Just keep the "prow" moving straight ahead and you will get there with 500 points this year.

• • •

Mr. T. Young is now on Chicago territory and is one of Murray's enthusiastic bunch. We understand Murray expects to keep the cup

because the members of his field force are Young and full of ginger.

• • •

Another Senator, Mr. J. H. McCall, has taken oath to bring the Junior Cup to Washington. Mr. McCall is now carrying the grip under the Washington Office and we expect to hear great things from him very shortly.

• • •

"Watch Louisville grow!" Messrs. P. G. Cantrell, P. C. Catlett and S. Black are new Kentucky recruits. We wish you the greatest success, boys, in your work with us and have every reason to expect that you will have a nice business through the year.

• • •

Mr. H. W. Brown (not the one who lost his goat) is now covering territory in the Washington District. We will look for big results from you, Mr. Brown, because all of the Browns in the Bowser organization are made of good stuff.

• • •

Mr. I. L. Sawin is one whom we are glad to welcome into the organization, working in the Fort Wayne District. You are right in the center of things, Mr. Sawin, when you are in the Fort Wayne District, and we wish you only the greatest success. Let the sawdust fly.

• • •

Mr. R. E. Watson, our neighbor on the North, is now one of us, as he has taken territory under the Toronto Office. Success to you, Mr. Watson, and may we see your face at the next Convention.

• • •

Talk about business opening up! W. B. Stamford, covering eastern territory for the Engineering Sales, has sent in a filtration and general factory order amounting to approximately 232 points. Look out for the Presidency.

• • •

Mr. S. F. Taylor, also of the Engineering Sales, has secured a nice order approximating 40 points. This surely is an omen of good things for 1915.

Salesman Mr. P. B. Green, of the Dallas District, has been confined to a hospital in Muskogee, Okla., for several days owing to an operation which he underwent. Mr. Green is expecting to be back on the territory very shortly. Dallas Office says we will soon be seeing a bunch of orders from him.

• • •

Charles C. Claggett, has demonstrated his sales ability, having closed an order for over 10 points the first day on the territory.

Sales 11-21-15 3-3-11

### Summary of Daily Reports

No. of Calls Made..... 1

No. of Sales Made..... 1

Total Amount of Sales..... \$2137.00

If no calls made, give reasons.....

Remarks: Another of those "Saturday" orders that Townsend dislikes. Had to stay with it until 9:30 P. M. too.

Date 11-21-15 Salesman *L.B. Robinson*

NOTE:—This summary must accompany each day's report. If for any reason Salesman does not work, a summary sheet must be filled in and mailed to the Branch Office, so stating and giving the reason. This is imperative.

## IT EXPRESSES THE PROPER BOWSER SPIRIT

Houston, Texas, Jan. 12th., 1915.

Dallas Office.

I have received Gen. Letter No. 338, in regard to the line and plans for 1915, and I wish to say, it is the most complete and the most excellent line and the best offer that has ever been made to the sales force. The attractiveness of it, should fill every Bowser salesman full to the brim with enthusiasm, and after full efforts have been put forth during this 1915, the harvest can be reaped Dec. 19th.

You can count on me during the year; spurring and sparring around the top of the "Forty" High men mark. If, all the Dallas sales force will place their shoulders to the wheel NOW, and KEEP it there until the close, there will be something 'doin', in Ft. Wayne town at the PACEMAKERS meet in 1916.

It will be a good idea for you to chalk me down for about \$800.00 this week, the UMP has called three balls and only one strike, and we'll admit that Rudolph is a good one for the Braves, but, a good old hickory stick and a keen eye will hit the other two on the nose before retiring for the week's-end bench.

With kindest regards, I am,

Yours very truly,

(Signed.) J. MILTON TUCKER.

● ● ●

Our old friend B. M. Smith, of the Washington District, seems to have hit a snag somewhere, for we haven't seen an order from him since goodness know when. What's the matter, "B. M.?" We are counting on you to make a showing in the Pacemakers' race.

● ● ●

A. L. Corbin is continuing to produce some nice business. Corbin is a good salesman, but

he will have to keep moving if he wants to get in the Pacemakers' class as a Director of Washington District.

## PATROL MOTORCAR DAMAGED BY FIRE

Can of Burning Gasolene  
Thrown From Passing Machine,  
Causes Excitement.

A can of burning gasolene hurled from a passing automobile at Fourteenth street and Pennsylvania avenue northwest this morning nearly destroyed the motor patrol of the Second police precinct, scorched the clothing and hands of C. H. Smith, driver of the patrol, scattered fire over the pavement and car tracks for a distance of a hundred yards, and furnished excitement and amusement for a crowd of several hundred persons that gathered in a few minutes.

Charles Loughran, a member of the firm of D. Loughran, tobacco dealers, was driving an electric delivery truck in which there was a five-gallon can of gasolene. A small quantity of gasolene spilled as the car turned at Fourteenth and E streets, sparks from the motor igniting the liquid. Loughran picked up the can of burning gasolene and hurled it from the truck, the can rolling directly beneath the motor patrol, which was just being driven away from headquarters. A moment later the patrol was in flames, and Driver Smith and Policeman Hopkins, who were in the machine, were obliged to jump out. The burning gasolene spread in all directions.

An alarm was sounded calling out several engine companies, and the fire soon extinguished. The body of the patrol was badly scorched, but only slight damage done to the mechanism.

Our Mr. F. H. Kilver, who travels in Colorado, the so-called "Western Slope," has secured, for the past four weeks, \$669.25 worth of business on Saturday's alone. In fact, this business was secured in four Saturdays, successively, as follows:

1/16 .....	\$243.00
1/23 .....	313.75
1/30 .....	5.50
2/ 6 .....	107.00

Mr. Kilver states that he is convinced that it does pay to work on Saturdays as well as any other day.



# A Lyon Meeting At the Factory

Factory and Office Force Assembled at a Special Evangelistic Meeting Led by Dr. M. H. Lyon, of Winona Lake, Indiana, in the Factory During Working Hours, Tuesday Afternoon, From 1 to 2:15 O'clock, Feb. 16th.

(By Edward H. Clifford, Minister, East Creighton Avenue, Church of Christ.)

The wheels of industry have often been stopped in memory of the death of the head of some great business corporation or firm, but it is a rare occurrence, not only in this city but anywhere in the state of Indiana or the nation, that a great factory employing hundreds of men, stops at its own cost, its entire operation to listen to the gospel of the Man of Galilee as proclaimed by a minister of that gospel. Such was the sight which would have greeted your eyes and ears had you gone Tuesday afternoon, between



one and two o'clock, to the plant of S. F. Bowser & Company. It was literally true that not a single employe, even to the telephone girls, was at work during the meeting hour, but there were gathered in the assembling room of this great plant about 900 of the employes of the company—the entire local force, both factory and office.

And what made the occasion the more notable was the further fact that for the first time in twenty-five years of the history of the company the entire working force was brought together for other than work, and that in the name of Jesus Christ.

## Scene Was Suggestive.

The scene was a wonderfully suggestive one to the thoughtful man or woman that a great factory should see fit to gather together its employes, at its own expense, for some other purpose than work. Seats had been provided for the entire working force with the young women of the offices given the places of preference in the front rows. Upon the platform were Dr. M. H. Lyon, the well known Evangelist; Mr. and Mrs. Loren G. Jones, his most capable choir leaders, and Mr. S. F. Bowser, the President of the Company.

Mr. Jones sang a solo, "It is Good Enough for Me." It was most beautifully rendered and enthusiastically applauded. He was accompanied by Mrs. Jones on a portable melodian belonging to the factory. Before beginning his song, Mr. Jones asked for "Tom" Williams, a factory employe who had given

him, Mr. Jones, the night before at the tabernacle, a valuable pocket piece of English money bearing the date of 1740.

President Bowser introduced Dr. Lyon and his party. Mr. Bowser spoke most feelingly of the work the meetings were accomplishing.

## "The Extra Mile."

Dr. Lyon's address upon "The Extra Mile" emphasized the importance of doing more than required and was founded upon the right of impressment, a custom of the ancient Greeks and Romans, borrowed from the Persians. This custom allowed the impressment of any one by whom a government messenger might pass upon the public road, and the compelling of that one to go as far as the government's messenger might think the public service demanded. Jesus declared in making reference to this custom, that "if any man compel you to go with him one mile, go with him two."

At the close of the address by Dr. Lyon, Mr. Bowser announced that it was the intention of the company to hold similar meetings to the one just held every month, and that prominent Christian men, both ministers and laymen, would be called in to address the employes.

## Dr. Lyon's Address.

Speaking to the Bowser employes, Dr. Lyon said in part:

"I have seen all of you friends before. I remember the magnificent delegation from the Bowser plant, and I saw so many that night that I have just been hoping that you might come again. They tell me the railroad men are coming 1,500 strong next Saturday night, and if you folks could come Friday night I will be glad to have as many come as can. I don't know of any people in the city who are more welcome than you are.

"There is one thing about these meetings that is admirable—it is a union campaign. Nothing has been said against any church. We try to meet on a broad basis. We meet to fight sin, hit the devil and hit him hard and enthrone



Jesus Christ. We don't want anyone to leave the church. We want to make a better Baptist, a better Lutheran, a better Catholic and a better Methodist a better Christian. I want everyone to have some church home; to have some active definite work just the same as the employer depends upon you in this factory for active work.

### The Second Mile.

"I believe that I can do no better than to speak to you upon 'The Second Mile,' from the words of our Lord Jesus, 5th Chapter of



Matthew, 41st verse, 'Whosoever shall compel thee to go a mile go with him two.' There is no principle in the Roman law that was more hateful to the Jewish nation than that principle of the law by which any messenger or courier of the government had the right to impress into the service of the government any citizen or subject of that Empire.

"For example, if there was some courier going upon a long journey, and his horse gave out, he had the power to go into the field and take a man out of that field and his horse, to help further him on his journey. The Jews hated this law especially, and now Jesus, in place of encouraging them in this hatred, comes out with this remarkable statement,—out of the clear sky: 'Whosoever shall compel thee to go a mile, go with him two.'

"The story I want to present to you is the story of the second mile. The first mile we have to go; the second mile is a mile of choice—it is the mile that we want to go. The first mile is the mile of compulsion, and the second mile is the mile of desire.

"There are some things, friends, we have to do in this world, whether we want to or not, in order to keep from hunger, from cold, from suffering—to keep the wolf from the door. Emerson, the philosopher, said all of us are just as lazy as we dared to be. But we have to work. We are compelled whether we will or not to go the first mile, but here's the great truth I want to present to you. Do not be satisfied in doing the thing you would have to do.

### The Extraordinary Man.

"The difference between the extraordinary man and the ordinary man is very simple. It is the difference between the second mile and the first mile. The difference between going

just as far as you have to go and going the extra amount because you want to go.

"Emerson also stated that if you can make a better mouse trap, or if you can preach a better sermon than your neighbor, though you built your house in the woods, the world will make a beaten path to the door.

"You see the experience of going the second mile in education. You will remember, when you were in school, there were some pupils willing to pass the grade, others who were satisfied with nothing less than excellent; they wanted to be at the head of the class. This same achievement is universal. It is in agriculture—in farming. We know that we had some neighbors who were content with small and fair crops, content if this year's harvest was equal to that of last year. But there were other farmers never satisfied without making their crops excellent; to make them better than last year's crop. They were not satisfied with going the first mile, they wanted to go the second mile. They were looking up new improved methods by which they could increase and improve their harvest.

"This same principle is evident in business. You have known men in the store, or in the shop, in the factory who were content merely with doing just enough to hold their jobs. Before the whistle blew, ten or fifteen minutes, they would get everything ready so as soon as the whistle sounded, out of the door they went; others were not satisfied, they wanted to excel them. They were willing to do just a little more than was expected of them.

"Like that Irishman, who came to the surgeon of the shop one day and said: 'Doctor, I want you to treat my foot. It has been mashed.'

"'Well, Pat, how did you mash your foot?'

"The Irishman replied, 'I was carrying a great big piece of iron and the whistle blew for six o'clock, and I had to drop it and it mashed my foot.'

"Some think they must not go a minute over. They do only just what is expected of them.

### A Living Example.

"Fred Harvey, who has built up a magnificent system of eating houses and dining cars on the Santa Fe line, was asked what plan he was using by which his dining cars and eating houses so far surpassed anything which they ever saw. His reply was simple, 'Because I instructed my help to cut pies into four pieces rather than in six.'

"Do you see the point?



"It is this, if you are a merchant, give your customers just a little bit better grade of goods than your trade expect. If you are an employer, give your workman just a little more than they expect; if you are an employee, give your employer just a



"THE FIRST AND SECOND MILE" ON THE FARM.

little more than he can reasonably ask. Friends right there is the secret of success in business, in industries, in commerce, yea, it is the secret in religion; to be willing to go the second mile; to do more than is expected of you.

"President Cassett, of the Pennsylvania Railroad, years ago put a man as superintendent

of one of the large divisions on the system. He was comparatively a new man in the employ. He passed over the heads of men who had been in the employ of the company longer than he was. Some of the employees were a little bit dissatisfied and they sent a committee to see the President. They stated, 'We want to know about this' and he said, 'Gentlemen, I have spent several months going over the road in the different shops and offices, with the idea of seeing the employees at their work. Most of them were just willing and content to do enough to hold their jobs, but I have noted that man that if he was on a piece of important work, when the time came to close, if he was not through, he paid no attention to the time. He kept right at it, if it took him all evening and half the night. He was just willing to give himself with enthusiasm, earnestness for the welfare of the company. That is the kind of a man I want in that place.'

"Do you see the secret? He was willing to go the second mile.

"Mr. Edison, the great inventor, was asking how it he had achieved such eminence and excellent inventions. His answer was, 'It comes by not watching the clock.'

### Individual Reserve Power.

"One of our great philosophers stated that in every individual, there is a great reservoir of reserve power that the average individual never utilizes; that is, every man and woman here today can do more than you think you can. Let me say that you have a great many talents you never thought you had. You can make use of this socially, morally, industrially, financially, yea spiritually.

"In that great principle of Louis Brandeis, 'The Conservation of Energy,' he has shown to us how it is possible to manage business meth-

ods to make great increase in success. Now friends, what is true in business, what is true in industry, what is true in education is just as true in religion.

"There are so many people in the Christian life that are satisfied merely with being saved. Hear them say 'I attend church every Sunday'—'I have been baptized'—'I have been confirmed'—'I have been this and that and I pay my debts and I am living a fairly upright, honest life. What more can anyone expect?'

"But friends, that is simply going the first mile. Jesus Christ said you must be born again. There must be the two births, the physical and the spiritual. You were born physically one day. I celebrated my physically birthday last week but I will celebrate my spiritual birthday upon the 30th day of May. Don't be satisfied merely with having one birthday. Be satisfied with nothing less than that excellence of being born again, of becoming a child of God, of becoming a citizen of the Kingdom of Heaven.

"Don't be content with living a fairly good life by attending church, with paying your debts, but friends, be satisfied with nothing less than surrendering your whole life to Jesus Christ, to know that you are born again, that you have become a child of God, that you are a citizen of the Kingdom of Heaven. No matter what line of work you are in, you will be a better worker, a better working girl, and better working woman, if you have got the love of Jesus Christ in your heart.

"Let us first of all vitalize our own conscience. As one who came forward, said, 'Now when I do wrong it makes me so ashamed of myself.'

### Another Legacy from Washington.

"Washington said, 'Strive to keep burning in your breast that spark of celestial fire called Conscience, for when it is once extinct, it is gone forever.' When you do anything that is wrong, go to God and ask his forgiveness right away, and say to him, 'I will not do that wrong thing again.'



"If I do wrong it is not enough that I merely ask God's forgiveness in prayer but if I have wronged my fellowman, it is up to me to go to that man I have wronged and to tell him so, and make restitution and ask his forgiveness. For example: If I stick my hand in Mr. Jones' pocket and steal a dollar, it is not enough that I say 'Mr. Jones I am sorry for it.' I have got to give that dollar back, and so, friends, if I have wronged you I might join a hundred



**PESSIMISM  
AND  
DEFEAT**



**IT'S UP**  
THE SALES YEAR WILL B

**OPTIMISM  
AND  
VICTORY**



**YOU  
MAKE IT**



churches, I might say my prayers until the crack of doom and it would not do any good until I have made restitution for sin.

"Let's not be content in going the first mile; let us be satisfied with not less than the best—with going the second mile. In other words, there are some that have the spirit of God but they are not filled with the spirit of God.

### Egypt's Salvation Is the Nile's Overflow.

"Egypt always has the river Nile but it is the overflow of the river Nile that is Egypt's salvation. That fertilizes all of that country.



HE WAS WILLING TO GO THE SECOND MILE

So it is with the overflow of the human life. It is the superabundance of God's spirit and power in your life that is going to make you of value to the world. Someone gave me this truth the other day: he said 'A little cup can overflow lots.' It is the overflow from your life that helps other lives.

"There was a man said one evening, 'I thank the Lord I am not one of those fellows who is over-enthusiastic, over-radical in my religion. I am like the water in a rain barrel—it is always just about so full—it stays that way all the year round,' and one little freckled face fellow shouted out, 'Well mister, I bet that rain barrel is full of wiggle tails.'

"Now there are many who never get earnest and never get zealous; who never get enthusiastic about anything. Emerson said, 'No great cause was ever carried to a successful conclusion without enthusiasm.'

"That is one thing I like about the devil. I don't like him in any way but I like his enthusiasm. He is always on the job. If Christian people had as much earnestness for God as the devil has for his work, I believe we would bring old Fort Wayne to Jesus Christ,—that's what we would. Put your social life and enthusiasm into it.

"When I was pastor, I got up a foot ball team and I said to the boys, when you are playing foot ball, play the game with snap and ginger, but when you go into the prayer meeting, put the same enthusiasm into your prayers, into your testimonies as you do on the field.

"Whatever you do, in your political life, in the shop, in the factory, in society, in your pleasures, put your whole heart into it and the same way, my friends, put your whole heart into your Christian life. Don't be content living on the lower plane. Go the second mile.

"You will remember the Olympic games that were celebrated in Athens a few years ago. There were English, Irish, Welsh, German, Scotch, French, Scandinavian and of course Canadian and American, and the greatest feat of the entire tournament was the Marathon race. The run of the twenty miles from Marathon to Athens, the greatest runners of the world had enlisted for that race, but there was only one Greek that qualified. What could he do with so many contestants, with so many competitors. But that young Greek went over every mile of that twenty miles until he knew every foot of that distance by heart.

"When the time came for the race, this young Greek did not put forth his greatest efforts at the start. He began slowly and all the other runners outstripped him in the race, but gradually he kept accelerating his speed, going faster and faster and when five miles passed, he had gone ahead of some of them; at ten miles, he had gone ahead of some more; when the fifteen mile post was passed, he had outstripped others, but still there were many still ahead. Then he began to increase his speed. His own countrymen would line up on each side of the track and they would run along by his side, telling him of the exploits of the Greek history, urging him to do his best.

### How the Greek Won the Marathon.

"Now the sixteenth mile, the seventeenth, the eighteenth, the nineteenth miles had passed—he had indeed outstripped many of his competitors, but still there were one or two Germans and some Englishmen, Irishmen, Scotchmen and several Americans and Canadians ahead. It came to the last mile. He passed one, another and another until finally the last Englishman, the last Scotchman, the last German and all but one Canadian and still two Americans were ahead.



"The last half and now the last quarter—he had passed the Canadian, neck and neck with the American, now the last eighth of the mile—he leaps beyond this one—still the other man.

"His own brother is running at his side, urging him to do his best, saying, 'father is waiting at the goal for you.'

"And now that young man strains every fibre, every nerve, every sinew—he has passed one American and the last one is going with him neck and neck. It is hard to beat the



American, but now the Greek sees his father. All the twenty centuries of Greek history are behind him and urging him onward and as they are nearing the goal that young man summons all of his latent powers and with one



great dash and leap, he jumps over the line into his father's arms. He had won the race by a length. He had gone the second mile.

"In this great business establishment, in this great industry, let me give you that ideal, 'Go the second mile.'"

"When Jesus went upon the Mount of Transfiguration, we are told there he talked with Moses and Elijah about his death.

### Jesus' Second Mile.

"Undoubtedly the Heavenly Father would have received him back into glory, and all the Angelic Hosts would have shouted praises to Jesus who had gone down to the sin cursed earth, had suffered for the lost men, but Jesus was not content with that. We are told that he went down from that mountain and fixed his face firmly toward Calvary toward the cross, and at last when Jesus the Son of God was hanging on the cross, hear him as He exclaims, 'It is Finished.' He had gone the second mile.

"Paul the Apostle had done a great work. He had finished his journey, but He said I must see Rome, and Paul despised, persecuted, starved and scourged went to Rome, and as he was facing his death, as I will speak about more fully in the Tabernacle, he realized the end was very near and he said with that look of joy upon his face, 'I have fought a good fight I have finished my course, I have kept the faith, henceforth there is laid up for me a crown.' He had gone the second mile.

"That is all today. Thank you,—God bless you."

### MR. BOWSER'S CLOSING ADDRESS.

I want to say to Brother Lyon that I know what is in his heart. He would like to see you all down there tonight. There are services at the Tabernacle every night this week, including next Sabbath, and I hope you will get down there and hear the splendid sermons and help as you can.

I want to say a word friends, about our coming together. When we were smaller twenty or thirty of us possibly got together a few times, and I suppose it has been twenty-five years since we have come together like this.

It is splendid, and when the thought came into my soul that it would be a good thing to see all of your faces in one crowd I was surely glad. Now I am beholding what I conceived and saw in my mind as a dream.

It is a pleasure to get you together on this splendid occasion, and I hope this is not the last occasion. I hope that we can have a meeting similar to this more or less every month. I think it would do us all good. We could have Brother Nipper come up here and give us a talk, or somebody else like him or Brother Lyon could give us a talk. Let us stop a minute each month and count our blessings, and remember that we are on earth with both feet and we are tied together in our interests.

Ladies and gentlemen, if you have no work it is because we haven't work for you. We have great undertakings. We need your work. We need business and we are doing our best for that thing and that gives you work, don't you see? If you haven't got any work the firm is likely to become bankrupt. That is just the inevitable result. If you haven't got work our expenses would eat us up and we would have to quit.

We need your help and we need business to keep you busy. We are doing our best for you and then we come in the wake but we cannot be separated, and we want to go through life hand in hand. Your interests are our interests, and may God help us to work to one good end and discharge our duty as we should. Be honest with ourselves and with our God. Then with our happy expectations fulfilled in the world to come we can meet together where we will never part again. That is my hope and my ambition.



I am trying to discharge my duty every day as I go through this world. Some say, "I wish I had my life to live over again." I don't want one day to live over. The days that come I expect to give all that I owe each day. When I leave this world I don't want to leave it very much in debt if I know it.

Now, this will conclude these exercises. I have wonderfully enjoyed them. I enjoy your presence, and I am in no hurry to dismiss. When we are dismissed turn around and shake hands. Don't be in a big hurry. Let this blessed service soak in. Go back to your work, and may God's blessings go with each and every one of you.

# PAINT OIL TALK

By Mr. C. M. Carpenter

The following talk is a report of the session at our Convention where Paint Oil equipment was discussed. Mr. C. M. Carpenter, of the Fort Wayne District, with Mr. W. R. Hance, of the Toronto District, led the talk each day. Mr. Carpenter said in part:



C. M. Carpenter

"Now, gentlemen, in presenting this paint oil proposition to you, we come before you thoroughly appreciating the type of salesmen we are speaking to. For myself, I will take my hat off to the bunch in front of me any day in the week, for I know what you have accomplished. The object of this meeting, as we understand it, is simply to offer some suggestions which may be helpful so that the Paint Oil Line may be more fully developed in our territories. For this is one of the most important lines we have to handle, and it is a significant fact that we are not selling the Paint Oil Equipments we should.

"Perhaps one reason is—we are not thoroughly familiar with the proposition—and our first business is 'to know our goods.' We should study not only the construction of our tanks but the application to the purchaser's business. This knowledge will inspire his confidence, and you want to be mighty careful not to lose it. The demonstration in regard to tanks must not be thrown at the customer in one lump, but we should have this information on tap ready for delivery as the occasion demands. For your ability to answer all his questions and your belief in your own goods will convince him that you have just what he needs, and then you have his attention, and may lead him to the point of decision.

"An important factor in selling is to study your man, and remember while doing so, he is studying **you**. If possible, learn all you can about him, his business, and the increase in business before you approach him. If you cannot get this advance information then learn to personally "size-up" the customer, and adapt yourself to him.

"Talk about the conditions that exist in his store and what you can save him in dollars and cents—in time and oil—and how you can remove the fire hazard. Convince him that you do not sell your goods on their intrinsic value, but that you are selling him so much efficiency,

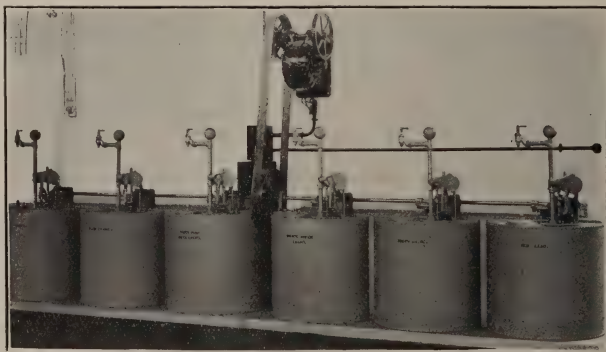
thereby keeping the price of the outfit a secondary matter. For when you tell him the price of the outfit itself, instead of looking at it from the point of efficiency, he immediately begins to calculate how much it costs to make that tank, and you are defeated before you start. But show him what the efficiency means to him—if a \$1,000 equipment—speak of it as \$60 a year for the equipment—and it does not need to be replaced, as it will be as good twenty years from now if properly taken care of—and that it will be a source of revenue to him all the time, etc., etc.

## Tanks Do Not Grow But Business Does.

"Then do not undersell—you want to look at the future—sell right goods—adequate storage—right cut numbers, as the tanks won't grow, while his business will, and he can add to his equipment as his financial condition will warrant.

"The efficiency sheet which Mr. Hance has prepared, will, if you properly present it, surely convince him of his need, and our paint oil sales will be increased 200%.

"Another thing to remember in selling is—when you have your customer's statement, then start up your enthusiasm, don't be indifferent—have a keen interest in your goods,—put your personality into the sale—be truthful in every statement. Use only arguments which will stand acid test. Single out the points which you see have most appealed to him—elaborate on them—use your creative force—that a desire for the goods may be created,—then he will give you his reason for not placing the order at this time,



## WE TAKE OUR OWN MEDICINE.

The illustration accompanying this little article shows a recent addition to our Paint Shop. We have taken a number of mixing tanks, equipped them with power agitators and Cut 129 pumps.

and if it is logical—leave him pleasantly so he will be glad to see you when you call again.

"If his reason is lack of money—show him what the banks are doing business for, and prove by your efficiency sheet, that by borrowing the money he will be making 18 to 20% on the investment. Stick, everlastingly, then until you have his name on the dotted line. For I believe the salesman who has learned how to adjust himself so as to hang on to a prospect to the finish, without boring or making him mad—will get the order.



### Use Your Testimonial Letters Judiciously.

"Then a letter of recommendation is often helpful but let it be of recent date. Merchants are proud of our goods and are always glad to sign well written letters but use them judiciously—never present one from a wealthy concern to a man of small capital; but use them for men in equal financial circumstances.

"In regards to competition we can always say, while we are familiar with our competitors

line, anything we might say would be accepted as a prejudiced statement, and would carry no weight. Our goods have sufficient merit to commend them to the purchasing public, if properly demonstrated, as we have plenty of satisfied customers in any community.

"In obtaining cash with the order—ask your customer how he wishes to pay for the goods, if cash, use the 5% discount, but as a special favor to him, to insure prompt delivery and eliminate clerical work at our factory—or he can have the easy term payment at 6% interest, if we finance the proposition.

"Now one thing more, always be courteous. In the business world it is what oil is to machinery, prevents friction and makes things run smooth. Have tact, learn to adapt yourself to all kinds of people and conditions.

"Look for Success, not failure—say "I can and I will," for the secret in selling the neglected Paint Oil Line is, as in any other occupation—a reasonable amount of intelligence coupled with hard work."



## A Talk on Paint Oil Equipment By Mr. W. R. Hance, Manager Toronto District

This is another one of the wonderful talks given at the Convention. It is given by a man who has successfully practiced what he has preached for over nine years in the service of the company. The talk was as follows:



W. R. HANCE,  
Manager Toronto District

Our work is a permanent proposition; every salesman should consider it as such, just as he would consider he had a permanent proposition were he to hang out his shingle as the result of just having finished a course in the study of medicine. In order to make our work a permanent proposition, it is necessary for him to understand well, and work, all lines as covered by his contract, just the same as a young physician must expect to endeavor to treat every disease successfully in his territory, if he intends to make a success of medicine. Too many men, I am sorry to say, have entered our selling ranks with the idea of making our line a make-shift proposition, with the result that they very soon drop out, and as a consequence are unable to profit by the training received in the Bowser ranks.

Our work always reminds me of a doctor's work, in that it is constantly a matter of diagnosis, not only of our patients, but also of ourselves. I am just wondering how many men to-day have certain trade diseases in their territory, which they are scared to tackle, or, at least, do not tackle, but only go after the so-called easier diseases, especially gasoline storage business. As a result, they overlook some of the very best money-makers, and further, as a result, lose out on the Permanency Idea.

### The Bowser Permanency Idea.

Now, that Permanency Idea should be uppermost in the mind of every salesman. What do I mean by Permanency? I mean, coming with S. F. Bowser & Company with the idea of sticking to the proposition!

How can we stick?

Only by making money!

How can we make money?

By selling the greatest amount of goods at the minimum expense!

How can this be accomplished?

By having a territory which is not too large, and by being prepared to work everything in it!



How shall we know when we have the right sized territory?

There is only one way I know of, i. e., know the Bowser line so well that there is not a merchant nor a public nor private garage owner in your territory but to whom you can absolutely prove without a question of doubt—and do take time to prove—that his business should be Bowserized; that his private garage should be equipped with a Bowser. If you will do this you will very soon fix the boundaries of your territory to the entire profitable satisfaction of not only yourself but also S. F. Bowser & Company, and as a result eliminate the very perplexing question—the size of territory.



You have all called from time to time on a merchant who absolutely felt the prices asked by you were too high, and for some reason or other you felt it was not worth while to spend any time with him, with the result that you left him in the same frame of mind you found him. Or you quoted him on the highest grade equipments only, leaving him with the idea that he must pay Bowser & Company a large sum of money in order to purchase anything, whereas our line is most unique in that we have such a wide range of values. Is that the way to Bowserize a territory?"

A salesman should say to himself: "This is my farm to cultivate, and here is a very noxious weed, and if my present avocation is to be at all permanent, I must eliminate this weed—root and branch."

How much better it is, then, by some hook or crook, to get the attention of this man long enough to show him the relation of a Bowser system to his business. It can be done, and if it is done you will not leave the man in the same frame of mind you found him. While he may not buy—while you possibly would not buy, knowing, as you do, the advantages of a Bowser, but taking into consideration the man's present condition, it is not good business sense for him to buy—you will have him remark to himself:

"Well, I was wrong; the Bowser is a good thing. That salesman certainly knew his business, and just as soon as I get squared away I am going to have a system."

That, to my mind, is the way to Bowserize your territory, which means profit to you in the future.

## What Percentage of Your Business Is Paint Oil?

So far as your actual sales work is concerned, you all know I am more or less unfamiliar. However, I know I am talking to a part of the very flower of the 1914 Great Army of Bowsermen—I am talking to Pacemakers—to Top-Notchers—and as such I congratulate you. It goes without saying, your sales were very large last year, and I am sure will be again this year. However, I am just wondering what percentage of your business last year was gasoline? What percentage might have been paint oil, had you given the latter line more careful consideration rather than working in the direction of least resistance? I am just wondering whether gasoline business was not a big percentage of your business last year, resulting from covering a large area of territory, and as a result, costing you a great amount of money to secure it, as compared with what it might have cost you had you been equally efficient in other lines, especially the paint oil line? You, of course, know whether this is true or not, and will understand, and I am making no accusations.

During the course of Mr. Bowser's remarks in his address to you, he informed you that there was one line manufactured by the Company which would keep the factory running without manufacturing anything else, if the factories in the United States and Canada were only educated as to what this particular equipment would do for them. He advised the equipment he referred to was our filtration outfits, and I am sure we will all agree he might have made the same remarks in connection with our paint oil outfits. I know if the salesmen in the ranks of S. F. Bowser & Company would only make a study of our paint oil line and its POSSIBILITIES they would be surprised at the money to be made.

I say make a study of our paint oil line and its POSSIBILITIES. The study of the line is very easy, that is to say, from a technical standpoint. We all know about the construction of our equipments, the value of each particular cut number, and about the accessories, such as a barrel track, cradle, barrel dash, etc. but the POSSIBILITIES of our paint oil line is the stickier: it is a hard nut to crack. If this were not the real difficulty I know we would be securing more paint oil business. The POSSIBILITIES of this line means simply this: Is, or is not, the paint oil and lubricating



oil business a profitable one for the merchant on whom you are calling? Is it a department of his business that has in it the possibility of making him money? If so, you can always interest him in a paint oil system; if not, you cannot.

### The Possibilities of the Paint Oil Line.

I know of no better illustration of the result of finding POSSIBILITIES than to state to you that in Northern Ontario there are the greatest silver mines of this Continent, and perhaps of the world. These mines have only been developed within the last few years, yet they were always there. The silver has been there for ages and ages and it only required the magic wand, as it were, of a high-grade mining engineer to discover what the mines contained, in other words, to determine the POSSIBILITIES of these mines.

After the POSSIBILITIES were determined, then the promoter had no further trouble whatever in interesting financiers in his project; had no trouble in raising large sums of



money with which to mine the silver as well as other precious metals, notwithstanding the fact that not a dollar's worth of ore had been taken out other than the samples which were provided by the mining engineer. What is true of the silver mines in Northern Ontario is equally true of the

"undeveloped mines" in the hardware stores and paint stores throughout the United States and Canada.

How should we proceed to determine this? The majority of all hardware merchants are far from being methodical and as a consequence do not departmentize their business. Therefore, when you inform him of the goods you are selling, he will at once tell you his paint oil business will in no way warrant the purchase of a Bowser system, and very emphatically if you or your predecessor on the territory have foolishly given him a price on one outfit only, say to handle boiled oil or turpentine, as the result of the usual request of your prospect, "What would an outfit to handle boiled oil cost me?"

### What Does the Oil Business Mean to the Prospect?

It is, of course, presupposed that your prospect has been given some idea of the Bowser system. But no wise salesman will give his

prospect more than a superficial knowledge of our system—just enough to give him a mental picture of how it would look when installed in his place of business, and as a result, securing enough attention to permit you to begin at the first end of the string. That end is, to the uninitiated, the last end. In other words, it is a case of last being first, i. e., it is a case of your finding out what the man's oil business means to him before he finds out the cost of a Bowser system. Otherwise, in the majority of instances, you will be unable to Bowserize him—to departmentize his oil business, let us say.

You, as a physician for S. F. Bowser & Company, in your territory, have to diagnose each case as you meet it. And I, or anyone else, cannot give you a set rule by which you can make your approach. Suffice, however, to say there is always a way, and if you are a student not only of your line, but more particularly of yourself. It has been said, "All roads lead to the main road," so all approaches lead up to the stage where, to my mind, each formula incident to making a paint oil sale is the same. As we are taught in school, the only way to learn is "to do by doing," I am going to distribute some scratch pads, and ask you all to help me to do some figuring. I will do the writing on the blackboard, and you will put down what you find to be the result of the problem at hand, as we will work it out together.

### First Know the Cost Price of Oils.

(Data given as a result of questions asked the class)

Name	Cost Per Gal.	Selling Price Per Gallon	Yearly Sale
Boiled Oil .....	\$.45	\$.80	10 barrels
Raw Oil .....	.40	.75	8 barrels
Turpentine .....	.45	.65	8 barrels
Machine Oil .....	.25	.40	5 barrels
Cylinder Oil ....	.35	.60	5 barrels
Kerosene .....	.08	.12	100 gals per week
Gasolene .....	.10	.15	100 gals per week

Let me say, NO SALESMAN SHOULD ATTEMPT TO WORK THIS UP WITHOUT KNOWING FAIRLY WELL THE PREVAILING COST PRICES OF THESE OILS. While no merchant will refuse this information, at the same time, if you KNOW it, it proves to him at once that you know your business; that you are making a study of the situation. As a result, it helps you to secure one of the two prime factors in making a sale, i. e., his Confidence. (Attention and Confidence are the two prime factors absolutely necessary when attempting to make any sale).

We now have the data with which to prove to a merchant the POSSIBILITIES of his paint oil business; data which would never have been secured had your prospect known what a Bowser system to handle his oils would have cost him; that is, had you given him, previous to securing the data, an approximate price.



THE SILVER HAD BEEN THERE FOR AGES AND AGES

I appreciate you cannot hold a merchant long enough to make an analysis of this data, so you must excuse yourself in such a manner that you will have excited his interest in the proposition to such an extent that he will be anxiously waiting for you to come back. This can be done; it is being done, and you can do it if you are thoroughly sold yourself. Let us see what we can deduce from this data:

Men who were in attendance at the convention supplied the following data:

NAME OF OIL	Cost per gal.	Selling Price	Value of Stock on Hand	Yearly Sale	Total Cost	Total Sale Price	Total Profit
Boiled Oil .....	\$.45	\$.80	( 50 gallons) \$22.50	500 gallons	\$ 225.00	\$ 400.00	\$ 175.00
Raw Oil .....	.40	.75	( 50 gallons) 20.00	400 gallons	160.00	300.00	140.00
Turpentine .....	.45	.65	( 50 gallons) 22.50	400 gallons	180.00	260.00	80.00
Machine Oil .....	.25	.40	( 50 gallons) 12.50	250 gallons	62.50	100.00	37.50
Cylinder Oil .....	.35	.60	( 50 gallons) 17.50	250 gallons	87.50	150.00	62.50
Kerosene .....	.08	.12	(100 gallons) 8.00	5200 gallons	416.00	624.00	208.00
Gasolene .....	.10	.15	(100 gallons) 10.00	7800 gallons	780.00	1,170.00	390.00
					\$1,911.00	\$3,004.00	\$1,093.00
Cash Discount—2% \$ 715.00 (value lub. & paint oils) .....						\$14.30	
1% 1,196.00 (value refined oils) .....						11.96	26.26

Customer who is a good business man takes advantage of cash discount, which is 2% on lubricating and paint oil and 1% on refined oils.

\$1,119.26 ÷ \$1,911.00 = 58.5% Gross Profit on Yearly Purchase.

\$1,119.26  
Total Profit.

### "Bowserize" a Merchant—Not Barrelize Him

How many merchants ever were this methodical? Is not this enough to make him open his eyes to the POSSIBILITIES? And no merchant handled as everyone of you men are capable of handling him, will not at once appreciate the necessity of providing himself with tools with which he can be absolutely sure at the end of his fiscal year he will make the gross percentage of profit as indicated on the blackboard. You and I know that there is but one way to do this, i. e., Bowserize his business. If you and I do not absolutely know this, do not absolutely believe it as much as we believe we are in this room this minute, then it would have been infinitely better were we never to have attempted to make the sale.



Naturally, the next step for us, as Bowser salesmen is to present a system which will actually handle the business, and make possible the POSSIBILITIES which we have worked up for this pre-supposed merchant.

There is one vital point for all salesmen to consider, and if not considered it means certain defeat, i. e., you must be absolutely conscientious when engineering a system which will meet with the requirements of your prospect. You must suggest a system which you would buy yourself, knowing the Bowser line as well as you do. Under no consideration try to sell a system which you would not buy, for so sure as you do, so sure will you go away without the order.

Do not forget, your customer intuitively knows when you are trying to talk him into something you do not believe in yourself, would not buy yourself, but would soak him simply to make a few extra dollars. If you are absolutely sincere in your own convictions, you can look him square in the eye, and the expression on your face will carry your sincere convictions to him and as a result he will believe you. Once he believes you, he will buy—maybe not today, but he will buy a Bowser eventually.

### A Fine Example Worked Out.

We will assume that this particular prospect has a fine basement, and as a consequence can use to best advantage, Cut 115 equipments, or Cut 111's, as the case may be. He also can use a Cut 241 "Red Sentry" for his gasolene.



Naturally, when the "Red Sentry" causes an automobile to stop in front of his place of business, he will no doubt have an opportunity of selling some of the other oils he handles inside his store, in addition to other articles he has for sale.

Now that we have the desired equipment, how much barrel track is required? What other accessories and cost of same? What is the total cost of the equipment? What is the value at 6 per cent? Assuming the equipment is good for twenty years, therefore reckoning a 5% depreciation instead of 10%, what does the depreciation amount to?



You will observe from the above that the value of the stock on hand at any one time is \$113.00. In other words, this is all the money he has invested in oils at any one time, notwithstanding the fact that during the course of the year he does spend \$1,911.00. Therefore it is fair to assume that his real investment in oils is 6% of the value of the stock on hand. What does this amount to? To determine the annual fixed charges, we must add together the interest on the equipment, depreciation, and interest on the stock on hand, making a total of how much money?

With the total gross profits, including the cash discounts amounting to \$1,119.26, and deducting from this his annual fixed charges, we have how much net profit? Dividing the net profit by the total cost, we have his percentage of net profit, which is how much?

(Type of system determined upon, and above questions worked out by Class attending the Convention.)

1— 2 Bbl. Cut 115=	\$102.00
1— 2 Bbl. Cut 115=	102.00
1— 2 Bbl. Cut 115=	102.00
1— 2 Bbl. Cut 115=	102.00
1— 2 Bbl. Cut 115=	102.00
1— 5 Bbl. Cut 115=	138.00
1—10 Bbl. Cut 241=	291.00
7½ Barrel Track=	5.63
Cradle	= 2.25
Dash	= 5.00

\$951.88

\$951.88 less 7% quantity discount=\$885.25, net price of system.

Interest at 6% on value of system (\$885.25)....\$ 53.11  
5% Depreciation on system (for twenty years). 44.00  
6% Interest on value of stock on hand at one time (\$113.00) ..... 6.78

Total Annual Fixed Charges .....\$103.89  
\$1,119.26 gross profit, less \$103.89=\$1,015.37 net profit.  
\$1,015.37÷\$1,911.00=53.1% net profit

Is this interesting to you, as well as to the customer? You should, and I am sure will, look forward to these results with the same interest that you do to the last chapter of a very interesting book, anxious to know how it comes out, for each analysis, like each novel, ends differently, and if you are well sold, each case will be as interesting as a novel.

### The Real Thing Worked Out.

Toronto, Ont., February 14, 1915.

Mr. Geo. A. Townsend,  
c/o S. F. Bowser & Co., Inc.,  
Fort Wayne, Indiana, U. S. A.

Dear Mr. Townsend:

Re: \_\_\_\_\_, Ltd., \_\_\_\_\_, Canada.

Attached find copy of letter just received from the subject. On receipt of this first letter we wrote them for the cost and selling price of their oils, and received their letter under date of January 16th, also as per copy herewith.

They have given us a rather difficult question to answer, however, we believe we have answered it in the main and are giving you copy of our letter to the subject, together with the efficiency sheet which we have worked up for them, and which perhaps you can use in the columns of the Boomer in connection with the paint oil sales work.

Yours very truly,

(Signed) W. R. HANCE.  
January 6, 1915.

S. F. Bowser & Co., Inc.,  
66-68 Fraser Ave.,  
Toronto, Ontario.

Dear Sirs:

In November, 1913, you installed in our building a set of ten steel self-measuring oil tanks and among your arguments in making this sale, you stated that if we could advise you of the number of gallons of oil we handled during the old barrel system, you could tell us in dollars and cents, from certain records which you hold in your office, approximately what we could save by installing the steel tanks.

This, we could not at the time do, as we had never kept tab on it before, but since putting in your system we have taken a weekly stock of all oils from these tanks, and we are giving you a list enclosed herewith of the number of gallons of each oil which has been sold up until November, 1914, or just one year after installing the system.

Could you, with these figures, give us the information as to what amount of money we have saved during the last year, over what it would have cost us, had we used the old barrel system, with the same quantity of oil?

Your early reply will be greatly appreciated.

Yours very truly,

(Signed) \_\_\_\_\_, Ltd.  
\_\_\_\_\_, Director.

743 Gallons of Raw Linseed Oil  
322 Gallons of Boiled Linseed Oil  
64 Gallons of Black Varnish  
745 Gallons of Turpentine  
390 Gallons of Heavy Red Machine Oil  
63 Gallons of "Y" Filtered Cylinder Oil  
64 Gallons of Elastic Carbon  
559 Gallons of Kerosene  
31 Gallons of "A" Cod Oil  
126 Gallons of Lard Oil

January 16, 1915.  
Messrs. S. F. Bowser & Co.,  
Toronto, Ontario.

Dear Sirs:—

Replying to your favor of the 12th inst. Below we give you the cost and selling prices of the various oils we have in our Bowser Oil Tank system:

	Cost	Selling Price per gallon
Raw Linseed .....	\$.59	\$.80
Boiled Linseed .....	.62	.85
Black Varnish .....	.18	.40
Turpentine .....	.63	.90
Heavy Red Machine Oil ...	.21	.50
"Y" Filtered Cylinder Oil ..	.39	.75
Elastic Carbon .....	.30	.75
Kerosene .....	.14½	.22
"A" Cod Oil .....	.35	.50
Lard Oil .....	.50	1.00

The installation of the Bowser system does not affect our insurance, as we have the sprinkler system also installed in our building, which enables us to effect an additional saving in insurance.

Trusting this information will be satisfactory to you, we remain,

Yours very truly,  
(Signed) \_\_\_\_\_, Ltd.  
\_\_\_\_\_, Director.

February 2, 1915.  
Messrs. \_\_\_\_\_, Ltd.,  
\_\_\_\_\_, Canada.

Gentlemen:

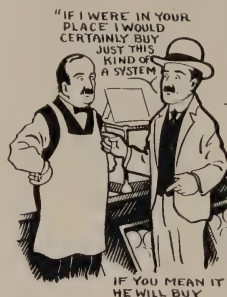
The writer regrets exceedingly that we have not replied to your esteemed favor of the 6th ult, relative to the saving effected by your Bowser system. We have been having an Annual Meeting of salesmen, and there were so many matters which required immediate attention at the beginning of the year that it seemed impossible to work up our ideas for you.

We now attach hereto an efficiency sheet which we believe will be of interest to you.

THERE IS BUT ONE WAY TO  
MAKE POSSIBILITIES POSSIBLE

We appreciate you have asked us a very difficult question, which, however, would be comparatively easy to answer, if we had at hand all the data required. In considering the matter you will observe we give you below the key which will enable you to secure the missing data, and as a result, enable you to determine the required information. You were unable to advise us the cost of labor incident to handling oil by the old method, also the quantity of oil left in barrels due to faulty drainage, also, amount lost or gained? by incorrect measurement—incorrect measurement because measures and funnels become gummed up when measuring paint oils, and the operator knowing a correct gallon or portion thereof has not been measured, will draw into the gummed up measure the amount he thinks is required to equal that which is displaced by the gumming. This, of course, is guess work, and may not

have existed in your particular case, but we do know has with a large number of people, with the result that the operators have given customers much more oil than they are entitled to. With the Bowser system, if properly operated, the customer gets exactly what he buys, no more—no less.



We believe in addition to the profits we have indicated on the efficiency sheet attached hereto, you can very conservatively indeed reckon on an increased profit of at least 2% for wages—and we really believe 5%. That is to say, you will save from 2% to 5% of the operator's time in drawing oil by the Bowser method over the barrel method.

It is about ten times faster than he could with the old method especially when the temperature is low. You will observe we have left this amount in dollars and cents blank, as we do not know what you pay the operator. This can easily be supplied by you when looking over the figures to determine the exact situation.

Considering the drainage, we believe a saving of at least 2% can be easily effected by the Bowser method, over the old method of attempting to drain the barrels which were used as storage. Your oil costing you \$1,399.00, would mean an additional profit from this source of \$27.98.

We believe you can figure still another source of profit by means of the Bowser method, of at least 1%, \$13.99, for correct measurement. We believe you will consider this very conservative, and in fact, a low estimate.

To the above if you can add the 5% saving in wages, we believe you will have a very conservative efficient statement of what the Bowser system means to you over the barrel method, in addition to being absolutely sure you sell all the oil you buy, besides the many other advantages which the Bowser system must have proven to you, after having used it as long as you have.

In closing wish to say we will be very pleased indeed if you consider the points mentioned above, as well as our efficiency sheet, very carefully, and write us offering your criticisms or commendations.

Referring to the efficiency sheet attached, under caption "Value of Stock on hand" we assume you will at no time have invested in more than 100 gallons of each kind of oil for your retail department. If we are wrong in this it will be a very easy matter for you to correct us, and we will be pleased to have you advise us in your reply to this.

Assuring you of our appreciation of the interest you have manifested in systematizing your oil business, and trusting we will continue to merit your valued patronage, we are,

Yours very truly,

(Signed) S. F. BOWSER & CO.,  
W. R. HANCE, Manager.

## EFFICIENCY SHEET

NAME OF OIL	Cost Price	Selling Price	Profit Per Gal.	Year's Sale	Value of Stock on Hand	Total Profit per Year	Cost Per Year
Raw Linseed .....	\$.59	\$.80	\$.21	743	(100 gal) \$ 59.00	\$156.03	\$ 438.37
Boiled Linseed .....	.62	.85	.23	322	(100 gal) 62.00	74.06	199.64
Black Varnish .....	.18	.40	.22	64	(100 gal) 18.00	14.08	11.52
Turpentine .....	.63	.90	.27	745	(100 gal) 63.00	201.15	469.35
Heavy Machine .....	.21	.50	.29	390	(100 gal) 21.00	113.10	81.90
Filtered Cylinder .....	.39	.75	.36	63	(100 gal) 39.00	22.68	24.57
Elastic Carbon .....	.30	.75	.45	64	(100 gal) 30.00	28.80	19.20
Kerosene .....	.14½	.22	.07½	559	(100 gal) 14.00	41.92	81.00
"A" Cod .....	.35	.50	.15	31	(100 gal) 35.00	4.65	10.85
Lard .....	.50	1.00	.50	126	(100 gal) 50.00	63.00	63.00
Totals .....					\$391.00	\$719.47	\$1,399.40

\$719.47÷\$1,399.40=51.4% gross profit.

Bowser system cost \$1,088.00 at 6% interest..... \$ 65.28

5% depreciation (20 years) on \$1,088.00..... 54.40

6% interest on value of stock on hand (\$391.00)..... 23.46

Annual Fixed Charge..... \$143.14

Gross profit \$719.47 less annual fixed charge \$143.14=\$576.33 net profit=\$576.33÷\$1,399.40=41.1% net profit. 41.1% minus percentage of business burden which should be charged to oil storage system—actual net profit, from which actual percentage of net profit is to be determined.

Estimated savings in time—2% of operator's wages..... ?

Drainage of barrels, 2% of \$1,399.40..... \$27.98

Correct measurement, 1% of \$1,399.40..... 13.99

Annual Estimated Savings..... ?

Net profit (minus business burden) plus annual estimated savings..... ?

absolute net profit.

## AN EXTRACT FROM A LETTER PROPOSAL

Salesman F. Clayton, of the Harrisburg District, Recently Closed a Nice Paint Oil Order by Mail.



Salesman F. Clayton, of the Harrisburg District, has recently been making a study of our Oil business and after working on a prominent Hardware and Paint Company in one of the large cities of Pennsylvania, clinched the work with a letter proposal, part of which we are reproducing for your benefit. The way he states the savings and losses is rather unique and we believe you can use this data to advantage.

After enumerating our equipment, setting forth its price, etc., he continued by saying:

"We realize that a proposition such as this must be proven conclusively to be an investment showing a very fair rate on interest in the money expended; we ask your most careful attention to the following facts:

"We gather from the rough estimate that you gave us that you are purchasing oils to the value of about \$4,700.00 a year,—we believe that you will agree with us and accept without hesitancy our statement that you are losing

at least 5 per cent of this amount, owing to your present method of handling the liquids, these losses being due to leakage, evaporation, hardening up and oxidizing of the liquids, etc., etc. This represents a loss to you of \$235.00 yearly; now this loss we can estimate positively.

"We are asking you to spend, roughly, \$760 and are offering you an immediate return, from one source along \$235.00 of 31 per cent. interest on the \$760.00 paid for the outfit; this alone makes the proposition worth while, but there are many other advantages all worth dollars and cents connected with the use of our outfit—for instance, we figure from careful observation in the average store, that it never takes less than four minutes for a clerk to go down into the cellar, draw a gallon of heavy, slow running oil and deliver the can to the customer. By having the pumps on the store floor and by pumping the liquid in a few seconds instead of allowing it to slowly drain by gravity, we can at least cut this time down by 50 per cent.

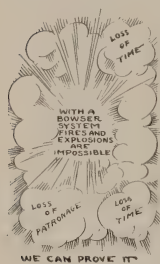
"Let us look what this means, you are delivering during the year about 10,400 gallons, consequently, the clerk is spending 41,500 minutes or nearly 700 hours delivering oils. A \$20.00 a week clerk is paid about thirty-three cents (\$.033) per hour for his labor, so you will be paying him the sum of \$231.00 for delivering oil in the course of the year. At the most conservative estimate we can, at least, cut this time in half, consequently saving you \$115.00 in



labor, this is all to be added to the credit of the Bowser Equipment.

"We could continue these arguments indefinitely, but we do not think it is necessary to do so; to sum it up, you are going to save \$235.00 yearly in the saving of leakage, evaporation, etc., and very roughly \$115.00 in labor, a total of about \$350 on the investment of \$760.00 to say nothing of the advantages to be derived by the checking in of the liquids, the cleanliness of your cellar, the good moral effect of your employees, of taking care of the oil, making them realize that oil is money, and, that, a gallon of oil should be regarded with as much care as a fifty cent piece.

"There is just one other matter we must refer to, the value of this cannot be computed in dollars and cents, but it is probably the most important of all the points referred to, viz: The elimination of Fire Risk. With a Bowser System fires and explosions are impossible; this we can prove by a hundred testimonials, reports and photographs relating to fires in Hardware Stores and Garages. Can you say the same of your present system?



"We wish to speak plainly, but without offense when we say that a soggy, nasty mess over the Oil House floor is worse than an Anarchists Bomb. The latter needs a deliberate act to explode it, but the oil soaked floor will take fire at any moment through spontaneous combustion? How many hundreds of cases of fire are reported from Hardware Stores and Factories where oil is stored? The report in the papers reads: 'The origin of the fire is unknown.' 'The fire appears to have originated during the night, and its origin is a mystery.' There is no mystery about them. If you doubt our statement soak a piece of waste in Linseed and Turpentine, shut it up in a room for a few hours and watch it smoke.

"The average up-to-date store is heavily insured, but are you insured against what is worse than the fire, viz:—the terrible loss of business and revenue between the time of the fire and the re-opening.

"It is sometimes hard to get people to realize that these are sound business facts, but from the writer's conversation with you, we believe that as a keen business firm, you will give due weight to all these considerations."

## THE PRESENT OPPORTUNITY — THE STORE TRADE.

From the Daily Reports, it is apparent that some of the salesmen are merely "pacing time" until the Garage season opens. **Why neglect the Store Trade?**

You have at your disposal complete equipment, particularly adaptable for working this class of trade. The Cut 19 model is especially fitted. Advertising Matter is furnished gratis, upon your requisition. Calling Lists are in your possession, which give you every merchant in business in your territory; furthermore, give you their ratings, and whether they are at present users of Bowser equipment. The Garage Trade will not open for six or eight weeks at least, and if you are losing the opportunity to secure your share of Store business, you will regret it later.

Get out your Calling List—make a thorough systematic study of it. Plan your trip for the week, driving to all the large and small cross-road stores; in many cases they have never seen a Bowser salesman. Even though they are using Bowser, or some other equipment, they are often interested in something better. With the splendid exchange basis, a nice business can be secured from present users. We want you to realize that the opportunity for the sale of Bowser goods to the country merchant is here, as is being demonstrated by several of our salesmen, right now.

By working the Stores, you will greatly increase your commissions, increase your Pacemaker Points, and hurry your election to the Pacemaker Club. It is your opportunity. What are you going to do with it?

(Signed)

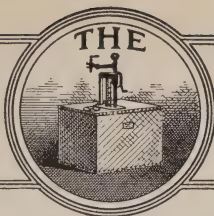
R. S. COLWELL.

## KEROSENE-LUBRICATING CONTEST CORRECTION.

Owing to an error on the part of the St. Louis Office in failing to advise the Home Office the date Mr. George P. Dickey, of the St. Louis District, actually started to work, Mr. Dickey was disqualified according to Rule 6, in the "Kerosene-Lubricating Contest."

It has since developed, however, that Mr. Dickey did not begin work until September 15th, although our reports show that he started work on September 2nd. Under the circumstances, he has more than fulfilled Rule 6 and we are pleased to announce that he is the only one to qualify under the St. Louis District and therefore is entitled to the first and third awards.

We congratulate you, Mr. Dickey, on this achievement and regret that there should have been any misunderstanding whatever regarding this Contest.



## Features in This Number

<b>The Critical Moment</b>	- - - - -	<b>Ye Editor and Associate</b>
A Few Facts About Oil	- - - - -	Ye Editor's Staff
A Near Pacemaker (Poem)	- - - - -	Mr. H. C. Baker

## Senior Offices

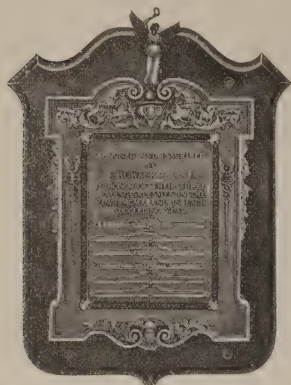
1. DALLAS	- - - - -	W. M. Mann, Manager
2. FORT WAYNE	- - - - -	E. J. Little, “
3. ST. LOUIS	- - - - -	G. H. Hastings, “
4. SAN FRANCISCO	- - - - -	D. S. Johnson, “
5. CHICAGO	- - - - -	L. P. Murray, “
6. ALBANY,	- - - - -	J. H. McConnell, “
7. HARRISBURG	- - - - -	R. S. Colwell, “
8. ATLANTA	- - - - -	H. W. Brown, “
9. TORONTO	- - - - -	W. R. Hance, “

**All Senior Offices Have Made Steady Gains  
Since Last Report**

## Junior Offices

1. DENVER	- - - - -	C. C. Barnett, District Supt.
2. WASHINGTON	- - - - -	A. W. Dorsch, “ “
3. PHILADELPHIA	- - - - -	T. D. Kingsly, “ “
4. LOUISVILLE	- - - - -	E. J. Gallmeyer, “ “
5. NEW YORK	- - - - -	H. C. Carpenter, “ “

**Three of the Junior Offices Have Slipped a Cog  
While Denver Shows Material Gains**



UPON the Bronze Tablet, illustrated at the left, which adorns the wall in the corridor of the main office at the Home Plant is inscribed the names of the three salesmen who secure the largest volume of business during the year regardless of lines worked. This tablet is seen by all visitors who come to the plant during the year. The forty likely candidates for this honor at this writing are listed below.

## Standing of Forty High Men, March 11, 1915

Salesman's Name	Office	Salesman's Name	Office
1. H. E. Dobson	Engineering Sales	21. M. Laupheimer	St. Louis
2. C. R. Eggleston	Albany	22. W. J. Bates	Fort Wayne
3. E. F. English	San Francisco	23. H. A. Leonard	Chicago
4. W. V. Crandall	San Francisco	24. R. J. Coddington	St. Louis
	(First Tablet Cutter—1914)	25. R. L. Matthews	Dallas
5. L. W. Cheney	Fort Wayne	26. A. Z. Caron	Chicago
6. E. L. Milliron	Engineering Sales	27. G. H. Reuben	San Francisco
7. W. H. Coddington	San Francisco	28. M. C. Benham	Chicago
8. R. G. Fisher	Denver	29. J. C. White	Dallas
9. W. A. Merrill	Fort Wayne	30. A. G. Hartgen	Harrisburg
10. J. F. Vonderembse	Denver	31. A. M. Lucas	Denver
11. G. P. Stovall	Washington	32. A. E. Darling	Chicago
12. W. H. Pritchett	Fort Wayne	33. R. E. Clement	Chicago
13. G. P. Dickey	St. Louis	34. W. H. Abbott	St. Louis
14. C. B. Evans	Fort Wayne	35. J. T. Webber	Chicago
15. F. E. Walters	San Francisco	36. R. Coddington	Denver
16. J. H. Armstrong	Engineering Sales	37. R. T. Lawrence	Chicago
	(Third Tablet Cutter—1914)		(Second Tablet Cutter—1914)
17. E. F. Klotz	San Francisco	38. W. H. Lease	Fort Wayne
18. H. Beique	Toronto	39. W. E. Tousley	St. Louis
19. F. M. Kennedy	San Francisco	40. W. A. Lee	St. Louis
20. C. C. Wolfe	Fort Wayne		

## Five High Men by Points in each District, March 10, 1915 (Districts Listed Alphabetically)

ALBANY		DALLAS		FORT WAYNE		NEW YORK	
1. C. R. Eggleston		1. J. M. Tucker		1. L. W. Cheney		1. F. H. Peeples	
2. W. A. Hemenway		2. R. L. Matthews		2. W. H. Pritchett		2. W. H. Ladd	
3. G. W. Elliott		3. J. C. White		3. W. A. Merrill		3. G. W. Scott	
4. D. W. McConnell		4. E. P. Walker		4. C. B. Evans		4. H. Dalgaard	
5. J. G. Roberts		5. C. M. Sigler		5. C. C. Wolfe		5. A. B. DeLacy	
ATLANTA		DENVER		HARRISBURG		PHILADELPHIA	
1. F. C. Schuster		1. R. G. Fisher		1. A. G. Hartgen		1. W. S. Parker	
2. L. P. Cox		2. J. F. Vonderembse		2. W. B. Offerle		2. H. A. Vortigern	
3. R. W. Maxey		3. A. M. Lucas		3. K. F. Hessenmueller		3. D. W. Chase	
4. J. S. Carrington		4. R. A. Choat		4. R. D. Leonard		4. W. M. Booker	
5. R. D. Shannon		5. H. U. Earle		5. M. B. Pfeiffer		5. Fred Browne	
CHICAGO		ENG. SALES		LOUISVILLE		ST. LOUIS	
1. M. C. Benham		1. H. E. Dobson		1. F. L. Alsbrook		1. G. P. Dickey	
2. G. E. Bowen		2. J. H. Armstrong		2. Max Heintze		2. W. H. Coddington	
3. J. J. Manning		3. E. L. Milliron		3. J. B. McPherson		3. W. A. Lee	
4. R. T. Lawrence		4. J. J. Connelly		4. J. C. Rogers		4. W. E. Tousley	
5. R. E. Clement		5. S. P. Taylor		5. J. P. Neely		5. C. E. Cook	
SAN FRANCISCO		TORONTO		WASHINGTON			
1. E. F. English		1. H. Beique		1. G. P. Stovall			
2. W. V. Crandall		2. T. H. Rhodes		2. L. O. Pack			
3. F. M. Kennedy		3. A. McIntosh		3. J. T. Gibbons			
4. G. H. Reuben		4. N. Paquette		4. A. L. Corbin			
5. W. B. Jameson		5. H. M. Fickler		5. D. W. Darden			



# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY  
S. F. BOWSER & COMPANY

Edited by GEO. A. TOWNSEND

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS EMPLOYEES

MARCH 15, 1915



## TIME WISHERS AND TIME USERS.

It is always easier to wish that we had more time than to use the time that we have. So, by wasting time in wishing, we still further reduce the precious asset of the actual and only time, that is really ours.

The person who is not capitalizing all the time he has at the rate of sixty seconds to the minute would not be much better off with forty-eight hours in the day. Those who turn out what is, to the rest of us, a discouragingly large amount of work, have simply learned the art of using all their time—particularly the nooks and corners, the odds and ends, of their time. They utilize a five or ten-minute scrap of time as eagerly as they do a half day. And so things get done, and their year's output seems stupendous.

With the average man, unless he can see several hours clear for a piece of work, he will attempt little out of the ordinary; and that is why he is an average man.

A well known author whose chief business in life was another line of work, and who was conspicuously successful in that as well as in his writing, was criticised for writing too much. He replied that if the quality of his writing output was referred to, he had nothing to say except in hearty agreement with the criticism; but that if it was suggested that his writing interfered with his other duties, he must deny that charge, because the only time he spent in writing was time that he could not have used for anything else. While other people were complaining of lack of enough time to do things he was using his time, ALL of it; and the things got done.

But suppose we could now be made a present of time that we have wasted during the past year! That is out of the question. But there is one thing we can do; we can add just that amount of time to our working hours during the year to come.

## GALVANIZING.

The term "Galvanized" as applied to iron or steel sheets today, is really a misnomer. Formerly, zinc was applied to sheets by means of electricity, as silver, gold and nickel are electroplated on an inferior metal at the present time.

Sheets are now galvanized or coated by dipping them into a bath of molten spelter or zinc after they have been cleaned in dilute sulphuric and muriatic acid.

Sal Ammoniac is most generally used as a flux. The old hand-dipping method has given way to more modern methods of running rolls in the spelter. The sheets pass through these rolls on entering and leaving the spelter bath.

There is an erroneous impression that zinc adheres to the sheets as paint does to wood. What really happens is the forming of an alloy between the zinc and the iron or steel.

What is the weight of the galvanized coating applied to the sheets you buy? A well coated sheet should carry at least two ounces of spelter to the square foot. In very light gauges, say, 26 and lighter, 1.75 ounce per square foot is desirable if severe bending operations are necessary.

More important than the weight of coating is the amount of dissolved steel in the coating itself. A large amount of dissolved steel in the coating causes it to disintegrate very rapidly when subjected to corrosive conditions.

It is, therefore, obvious that the exceptional working qualities and durability of galvanized sheets is due as much to the purity of coating obtained in applying zinc to the steel, as to the steel itself.

You can see by these statements how important is the subject of galvanizing. Our galvanized Apollo steel plates have a minimum of two ounces per square foot of galvanizing. The coating is put on by the most careful processes, with the result that there is very little steel mixed in with the galvanizing and therefore is practically pure.

Our tanks are built on the basis of the old adage, "It is better to wear out than to rust out."

## DON'T TALK TOO MUCH.

Salesman J. H. Downs, of the Fort Wayne District, related an interesting sales experience while in the Office the other day.

He was talking a "Red Sentry" to a prospect and had led him to the point where he was

about to sign the order. The prospect had placed his first initial on the dotted line, when with a decided sweep of his arm and throwing down the pencil, said:

"No! I'll not buy."

Returning to his room at the hotel Mr. Downs seated himself to go over his sales arguments and find out wherein he had failed. Finally he picked up a copy of the Boomer and the first thing that struck his eye was the cartoon, "Don't Talk Too Much."

Mr. Downs came to the conclusion that this was the matter with the situation and was the main reason why he lost the sale. He says he is going back to see the man again and this time he'll get the balance of his name on the dotted line.

In this connection, Ye Editor has a taste of his own medicine while traveling with Mr. Homsher the other day in the Southern part of Ohio.

Mr. Homsher and himself were very busy demonstrating Cut 63's to a public garage prospect. We were both so interested in our conversation that we failed to closely note how the prospect was paying attention. During the demonstration Ye Editor had shown an installation of a Battery of Cut 63's as illustrated in a recent issue of the Boomer. The prospect was turning over the leaves of the Boomer while we were talking and ran across the cartoon, "Don't Talk Too Much." Without a word he folded the Boomer back to this point and handed it over to Mr. Homsher and Ye Editor.

Needless to say the conversation ceased immediately, the order was written up, signed, and we thanked the prospect for the practical application of the cartoon.

### WHAT A CUSTOMER WRITES.

Gaylord, Kansas, February 3, 1915.

S. F. Bowser & Co., Inc.  
St. Louis, Mo.

Gentlemen:—I am pleased to report that the Gasolene Storage Tank and Pump which we recently ordered from you and just installed is working to my complete satisfaction.

Respectfully,

(Signed) J. T. SCHULZ.  
Manager Public Garage, Oatis Building,  
Gaylord, Kansas.

### ANOTHER BOUQUET.

We have received a communication from Charles E. Schoenberger, Bethlehem, Pa., which reads in part as follows:

"In regards to the gasolene tank, I claim it is the finest outfit on the market."

### ADVICE OF A PURCHASER TO A PROSPECT.

HARDWARE MERCHANT,

Ont., Feb. 20, 1915.

Messrs. S. F. Bowser & Co.,  
66 Fraser Ave.,  
Toronto.

Gentlemen:—

Write immediately to —, —, —, and mention my name if you wish, in regard to a Gasolene outfit which he purposes installing in the Spring. Just what size I am not prepared to say, possibly 1,000, same as my own. I may mention that this young man is well known to me, being connected in the family, is all right financially. Sell him all you can, but not overload him unnecessarily as his career in a business way is not very lengthy, having spent more time on the farm than anywhere else.

I understand he has bought what they call the —. What they are dealing in principally I cannot say. Advise me how you make out. I have written to him advising him to buy no other than the Bowser outfit, stating that he can buy something a little cheaper but positively nothing as good and durable.

Yours respectfully,  
(Signed) —, —, —.

○ ○ ○

**A Reproduction of a Clipping Taken From a  
Current Automobile Trade Paper That  
Proves We Are Standard the World  
Over For Thirty Years.**



Left—The English Daimler attached to an American hospital, Paris, taking on gasoline. Right— which formerly carried race horses. Fitted as an ambulance it can move

## THE CRITICAL MOMENT.

### When and How to Close an Order—The Most Important Feature Is to Close an Order.

"When" and "how" to close are matters of education, consequently one must be a student of human nature to know when and how to be able to close other than the occasional order which would be given by the buyer who was really in the market before the salesman called and who had premediated buying. In fact, the salesman should have taken a post-graduate course in his line and not only be thoroughly conversant with the simple mechanical details in connection with our outfits to such an extent that he can give an intelligent as well as correct answer to any question which may be asked by the purchaser, but he should also give much thought and careful attention to everything which directly or indirectly pertains to the business.



#### • Confidence.

We believe that the whole structure of continued, successful salesmanship is built upon one word, Confidence. Study it well and you will agree with us. No word in the English language has been responsible for greater success, possibly no other word is more abused.

Obtain the complete Confidence of a man and you can sell him anything, providing he has use for the article. This has been demonstrated by men engaged in illegitimate business, such as selling of gold bricks or Lawsonizing many intelligent people. To gain or retain the confidence, of the buying public, one must know what one is talking about and what one says must carry conviction, which is very necessary at the critical moment. The fact must be apparent that what one is saying to the purchaser is based on absolute facts and truths.

#### A Great Asset—Know Your Line.

The buyer, as a general rule, has no intention of purchasing one of our outfits and the fact that he does give an order is based largely on the fact that we are able to convince him that it will benefit him or his firm to make the purchase.

The mere request on the part of the salesman to "Give Me" an order will not get the business. The salesman must be so thoroughly educated in his line that a direct request for an order is not necessary.

In fact, our knowledge of Oil Handling Devices and the whole system of oil storage must be such that the merchant or buyer, let it be the grocer, architect, or mechanical engineer is quite sure that we know our business in every detail, and are competent to show him a system of oil storage which will be to his positive advantage to adopt; and that the buying of the particular outfit you are presenting, will be to his advantage from a financial standpoint and positively save money.

There are, of course, the elements of Safety and Cleanliness, Time Saved, Correct Measurement, perhaps Reduced Insurance and the many individual features, with which we are all familiar, but it all revolves back to the one thing—"Will This Save Me Money?"



Very probably the buyer will not ask the question, but it is in his mind all the time, and if we have in our talk and demonstration clearly impressed him with this fact, when the Critical Moment arrives his mind will be made up to buy. In fact, the good salesman has carried the

purchaser right along to this point at every stage of the game.

To be able to do this the salesman must study his business, not only during the day when actually engaged in selling goods, but outside of working hours—Saturday evenings when the ordinary salesman is playing penocle or pool—worse still, telling other travelers about the hotel all about his business. (Right here, let us say, cut that out entirely).

#### Get All the Facts.

The first information salesman should obtain from purchaser is,

What oils do you handle?

(Be sure and get them all down; he may be a grocer and you think handles kerosene only, and by asking this you find he retails considerable gasolene or paint oils).

Second—How is it stored and kept at present?

Third—How is it received, in barrels, drums, or from the oil wagon, and in what quantities?

Fourth—How issued, whether in small or large quantities; that, is, what are the largest and smallest cans filled and the proportion of each?

Take a pencil and paper, put these things down. It is strictly necessary for your success that you know, in order to talk intelligently and



it impresses the merchant that you are thorough and know your business and you at once gain his Confidence.

Next show this man the best method to handle his oils. Do not ramble along over the whole line,—do not generalize, but get right down to business and show him how to save money. If you cannot do this your education in the Bowser Line is at fault, and the longer you talk the farther you get away from the Critical Moment—in fact it will never occur.



### Avoid Criticisms.

Do not criticize the man's present methods, but carry the conviction that you are an expert in your line and he will not only pay heed to what you say, but adopt your ideas, and that means orders. It will be folly to tell him you are an expert, but you can tell him that you have given very careful study to the question of oil storage, and that you are sure you can show him a plan which will do away with all the disagreeable features in handling oil, besides positively saving him money.

It is our belief that salesmen, or a certain class, in all lines, either depend on luck or the reputation of their goods, or the firm to sell their goods. In other professions it is not so. The medical school turns out a young doctor who is theoretically bright, or the college turns out a teacher who knows his books. They go out and make a start in their profession, and if they do not study and delve into their profession continually they drop by the wayside.



Why not the same with salesmen?

Ours is a business that is rapidly changing. Times are strenuous to say the least, and those who do not give much thought to business will drop by the wayside.

### Don't Talk Too Much.

Some men talk much and make no impression. Recently one of our boys came back from a trip—business had been bad—We asked him what was the matter—anyone need oil storage?

"Yes, lots of them."

"Price too high?"

"No."

"Do they say your goods are poor?"

"No."

"Got anything against the firm?"

"No, there is no particular complaint; I just can't sell them. I don't know whether I talk too much or not enough. I get them apparently right to the point and can't get an order; if you were there they would buy. I am convinced I am not a salesman—in fact, I am a 'dead one'."

Now this man has been one of our best salesmen—man of sterling qualities, the best of habits, and is a salesman for the reason that he has demonstrated it, but had lost all confidence in himself. He had not given the whole questions pertaining to it any particular study and thought outside of business hours. He is now back in his old-time form again having put in some strenuous hours of self-study and examination of the line.

### A Story With a Point.

Once while waiting in a store in Missouri we saw the following:

The buyer was busy. A young man walked in, brand new grip, new store clothes, light tan gloves, stepped up in front of the observer, asked the buyer, who was weighing some sugar for a lady who was in a hurry:

"Do you want to buy some cigars?"

"No, most certainly not," was the reply.

The young man stepped over to me (having enough common sense left to note the Editor was also a traveling man) and said:

"Will you tell me, are any of the merchants in this town involved?"

We said,

"I guess you are safe—shipping any **you** can sell."

Under such conditions the Critical Moment is never reached. Even with proper education and thorough knowledge of your business and of human nature we sometimes think that we pass the Critical Moment without knowing it. We must educate ourselves to know the physiological moment when to close.



### Mentioning the Price.

One important feature in closing an order—Do not kill the partial desire to buy which you have created by quoting a price on a lot of stuff before you know, or have shown him just what he needs, both as to style and capacity.

A very strong point to be kept in mind is the fact that you are determined to close the par-

tiular order upon which you are working. Keep this positive determination in mind all the time and the chances for failure are greatly lessened. It pays to make the effort whether the deal is small or large on account of the fact that the greatest volume of business in our line is made up of a large number of small orders rather than a few very large ones.

If it pays to see a dealer regarding a small purchase, it will certainly pay to carry the deal to a successful termination. Probably a weak point with all of us is the fact that we often do not determine just when we have reached the psychological moment, or the time when our customer has fully made up his mind to buy, and sales are lost by not grasping the opportunity to close the order at just the right time. Only by close study of individual customers can this be determined.



In some classes of trade, like the grocer, we believe that, taking it for granted and having the order book at hand and commencing to make out the order is the proper thing. This will also apply to a considerable extent to the owner of public or private garages, while with large factories, where corporations or agents

acting for others are buying, we must have an acceptance of our proposition—even in this case always take it for granted that they will accept.

### Be Positive—Not Negative.

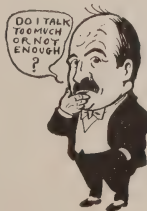
Never ask the hotel man if he thinks he can cash a check or money order, but hand it to him endorsed, and ask him to cash it. As we have not raised any question, but put him in the position where he can see we will expect the money, it is reasonably sure we will get the money—and we do.

We have seen a salesman have a man sold, fail to realize it, and keep on talking and showing him other things in the line—in fact, keep right on talking when the sale was all made. Study this point well—when is the sale made?

The average grocer rarely says,

“Yes, I will take an oil tank” in so many words, but he does show by action and conversation that he will take one of you. Ask for the shipping directions, make out the order and get out.

To be able to interpret all that is going on in the



mind of the customer is impossible, but a good judge of human nature, who always makes the best salesman, is able, by careful attention to discern about what his opponent is thinking of.

We call him an opponent advisedly for the reason, that, as a general rule, at the beginning of the interview he is opposed to buying and, if so, he buys only on account of your being able to present your proposition in such a manner that he believes it to his advantage to do so.

We have heard it said of some men on the road that their goods will sell themselves. How much faster will they sell then they have a real strong, live salesman to help? Our line, especially high grade in every respect, has so many good features that can be made strong that we could talk a week to a man, telling him why he should have one or more Bowser Oil Tanks.

It may be that many interviews are necessary to close an order, but hold each one, as far as you are concerned, to the point. Always keep in mind that you are going to make this particular sale. Present to the customer the outfit suited to his needs, tell the truth; believe in your goods; **know** you are right and that your prices are right. In other words, first **sell yourself**.

### Be Intelligent On Oil Subjects.

A question on any point by the customer must be answered with decision, which will carry conviction and stop argument from that point and drive the negative from his mind. An intelligent interest in matters pertaining to oil storage will help greatly to close an order. The well informed man on general business questions which have any bearing directly or indirectly on the storage of oils, will have a great advantage.

A Gasolene Outfit sale is on; the customer questions as to how he can use the tank on account of local fire boards, insurance rates and as to whether it will pay to buy the equipment. He has ideas of fixing up a gravity system and many other things.

It will be admitted the chances are all in favor of quickly selling this firm a gasolene storage system, if the salesman can readily answer all these questions with such decision as to carry absolute conviction to the mind of the purchaser. The same applies to a kerosene outfit sale or any other outfit in our line.

Costs too much money? Salesmen, believe that your goods are the cheapest high grade store fixtures in the world and you can answer

that question with such a brief, convincing argument that he will not discuss it further.

Sealer of weights and measures will not allow its use. Settle that quickly by a guarantee and offer of a bonus for information where anyone has discontinued their use.



ought to buy it; it will be a good purchase for him.

You have the sale almost made. Remember if you lose that order, it will be just like taking money right out of your pocket and your endeavor will be so earnest that you will close the order.

### Drive Home the Closing Arguments.

The psychological moment has arrived; you are closing or losing the order. Be deliberate and convincing. Let every word count; drive them home as you would a spike. To our mind frivolities, jolly and rambling talk are out of order at this time.

Clear, intelligent, convincing knowledge of your business counts now. Do not talk too much; better say little and get attention and at the moment do not question as to whether the customer will buy. Positively take it for granted that the sale is made. Help with your decision. The purchaser's mind is now receptive and ready to absorb the argument which you tersely placed before him.



To close the order requires thorough knowledge of your business and all that pertains to it. Earnestness, facts clearly set forth showing the advantage in buying, confidence of purchaser in salesman who feels he is representing in truth and honesty the best firm in the world and has a line of goods unusual, etc. The salesman should realize that his is one of the most honorable professions for high grade men of good business qualifications and absolute integrity, neat appearance and whose conduct is above reproach. These attributes will help close the order by command-

ing the respect due the salesman from the buyer.

### In Conclusion.

In conclusion we would say, let us study our business constantly and map out our programme systematically in the evening for the closing of the order on the morrow. The oil storage and distributing business of today is one that requires much thought by the one who would succeed. Unless we do more of these things, the other fellow who **does** will close the order.



We have given you something more in the line of a sermon than an expose of how to close an order, but would ask you to think it over carefully and if someone can close one extra order on account of giving the Bowser Business, in general, a little more thought, we shall feel well repaid for the effort.

Bear in mind we cannot give you the specific arguments to fit all of the various conditions existing. This is all the more reason why we should study our business closely, with the knowledge that we will be amply repaid by making many more sales and reaping corresponding benefits in a financial way.

### DEDICATED TO THE BOWSER BOOMER IN THE INTEREST OF THE SALES FORCE.

After you have trudged all day, talked until the sound of your own voice seems to grate on your ears and you feel a salesman's job was the one worst bet (not excepting that of a policeman) it is not a bad idea to hie yourself to a show. You see, Boys, booze does not flow there and you do not have to talk and take yourself out of yourself—it's up to the fellow on the stage to do that for you.

But in selecting your show did you ever take notice that you usually pick out the one about which you have heard rather than the one you know about?

So it is with selling goods. The buyer is going to give an audience to a man representing a concern about whom he has heard and become interested in its product, that he knows something about. There is where the Bowser Tank comes in. It's known good qualities is the "SELF-STARTER" of sales and it saves the salesman the trouble of cranking it and it is the salesman's single job to run the blooming thing into the "ORDER BOOK GARAGE."

Some thought this, Boys!

MURDOCK.



## A FEW FACTS ABOUT OIL

The word oil as generally used is a term applied to a large number of liquids that are insoluble in water and are highly viscous. Most of us know that oil is not soluble in water, but perhaps it will be best to explain just what we mean when we state that oil "is highly viscous."

Viscosity may be defined as follows: When currents are produced in fluids, forces are observed which retard the relative motions of the parts. These forces of friction are said to be due to viscosity. Plainly this means that oils produce a certain amount of friction on the walls of the pipe or tube through which the liquid is passing. The heavier the oil the greater is this friction. Hence the heavier the oil the higher will be its viscosity. "Sticky" is a short and comprehensive way of describing it.

A short synopsis of how oils are extracted from petroleum or crude oil may not be out of place. All petroleum when brought from the wells to the refineries, is broken up, so to speak, into the different kinds of liquids and oils by what is known as the fractional distillation process. This is a rather simple process and in its simplest form consists of merely placing the oil in a large circular still or tank having a dome on its upper side. The temperature of the oil is then raised and immediately vapors are given off. By a pipe connected to the dome of the still, these vapors are led into water cooled condensers and turned into liquid.

The very first vapor to pass off when petroleum

is heated is Cymogene, a highly volatile substance with a boiling point of 32 degrees F. Then comes Rhigolene, Petroleum Ether, Gasoline, Naptha, the Benzenes, Kerosene, other illuminating and lubricating oils leaving a residuum from which is extracted vasaline, paraffine, etc. Each of these liquids pass through more or less refinements before reaching the market, but these do not particularly interest us at this time.

Let us discuss briefly lubricating oil. All lubricating oils are known as non-drying oils and may be stored in tanks that are not absolutely air-tight, without evaporating or losing any of their essential properties. Our Cut 63 and 64 outfits are especially suited for storing oils of this class and while not being absolutely air-tight, there is no possibility of any dirt or other foreign matter coming in contact with the oil and thereby reducing its value. No positive shut off nozzle is needed on this kind of an outfit, as lubricating oils are non-drying and do not thicken or "gum up" when exposed to the atmosphere.

### Viscosity of Lubricating Oils.

However the viscosity of lubricating oils is very high and it is for this reason that notation is made on our cut 63 price sheets to the effect that—"Double gear must be sold for Cylinder, Black, 600W, Transmission and other heavy oils." These oils all have a very high viscosity and literally drag on the pump cylinder walls while being drawn and so it requires gears to overcome this friction and make the pump work easily.

The real value of lubricating oil lies in its viscosity, or its power to adhere slightly to metal. When a shaft is oiled, or the guides of a piston cross head are oiled, the viscosity of the oil plays an important part with reference to the quality of oil chosen. For very heavy machinery heavy or highly viscous oil is needed, oil that will adhere well and not be squeezed or pressed out from between the heavy, swiftly rubbing surfaces. For lighter machinery and automobiles the lighter and less viscous oils will do, and it will be well for all

salesmen to familiarize themselves with the different oils, learning their principle properties, their specific gravities and viscosities, etc. By doing this you put yourself in a



Laboratory For Testing Samples

position to handle better and more intelligently the needs of a man contemplating the purchase of oil handling equipment.

One of the strong selling points of Bowser equipment, is the fact that our tanks and pumps save time. By selling a cut 63, for instance, to handle a heavy and highly viscous oil you might so influence the feelings of a purchaser towards the Company as to defeat one of our best selling arguments.

It might not be out of place to mention briefly an oil that has a low viscosity. Linseed oil of this class and is probably the most com-

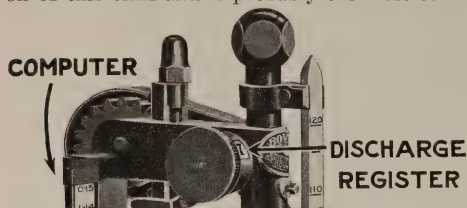


Illustration Showing Double Gears

mon and well known of the paint oils, so a mention of some of its properties may be interesting. Ordinary raw linseed oil is obtained from flax seed. It is extracted by hot pressure or with gasoline or other solvents, the latter process being the most complete and commonly employed at present.

### Linseed Oil Dries Fast.

Boiled linseed oil is merely raw oil boiled with the addition of white lead or litharge and dries very rapidly on contact with the air. The linseed oils, both raw and boiled, are non-volatile, having a very low viscosity, but drying extremely fast on contact with the atmosphere, and it is for this latter reason that all Bowser paint oil outfits are made absolutely air-tight. Raw oil when flowed over a clean piece of glass and allowed to stand in a vertical position, should dry hard and free from stickiness within seventy-five hours and boiled oil within twenty-four hours.

In the process of drying, boiled linseed oil forms a tough, elastic coating which acts as a protecting covering to the material underneath. It is this skin that you occasionally see

over the surface of paint when left in an uncovered bucket for some time. As this coating, or skin, is not soluble in water or any ordinary liquids, linseed oil is a very essential constituent of paint. Outside paints especially, contain a large amount of boiled oil mixed, of course, with color pigments.

The rapidity with which the linseed oils dry, makes it necessary to store them in air-tight tanks if their essential properties are to be retained. Once exposed to the air long enough to cause a skin to be formed on the surface, the oil has lost something that it cannot recover, and its value as a paint oil is thus materially reduced. Bowser tanks and pumps prevent this, as the oil is at no time, even during the pumping operation, exposed to the outside air. When pumping ceases, the shut off nozzle is closed, thereby preventing the admission of air and consequent "gumming" up of the pump. This means pure, full bodied oil, something that

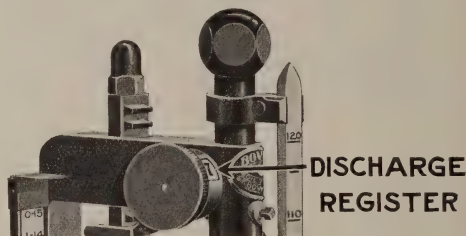


Illustration Showing Single Gears

cannot be obtained when the oil is stored under the old fashioned tin tank barrel method. "Foots and fats" are merely the product of air and oil under poor storage conditions, and are something relatively unknown to a man who stores his costly paint oil in a Bowser System.

### 100% EFFICIENT.

The "Harrisburg Telegraph," December 30, 1914, gives the annual report of the County Sealer, Boyer.

"The miscellaneous instruments inspected and reported upon included the following:

Oil Pumps, Inspected .....	74
Sealed .....	74

Mr. Colwell states that this is 100% of the oil pumps in the County that were inspected. It is a pretty good record.

### ACCURACY OF OLD BOWSER PUMPS.

"I was in a grocery store some weeks ago where one of the very old kerosene oil outfits was in use, possibly twenty-five years old.

"The owner said it was measuring accurately and giving perfect satisfaction—that he would not give me three dollars and half difference for a new one.

"He also said that on a recent visit from the inspector of Weights and Measures, 'It was the only thing he didn't punch a hole in.'

"This is a very high testimonial for the accuracy and durability of Bowser products.

Yours,  
(Signed) G. E. BURWELL.

## PERSONALS

## FINDS HIS OWN STOLEN CAR

B. M. D. Milliron's Machine Taken  
From in Front of Marion Club.

Joy riders appear to be able to take any automobile they wish without fear of molestation by the police. For the second time within two weeks an automobile has been taken from in front of the Marion Club between 5 and 8 p. m.

A machine belonging to B. M. D. Milliron, representative of S. F. Bowser & Co., Ft. Wayne was taken from in front of the club, Tuesday evening.

Mr. Milliron notified the police by telephone and later started to the police station to give a description of the car. While on his way to police station he found the machine had been abandoned in North Alabama street, near Washington street, within a block of the police station. He notified the police that he had found the car himself.

Salesman W. B. White, of the Atlanta District, comes across with a nice Dry Cleaning order amounting to approximately 30 points and F. C. W. O. at that. We do not see very many dry cleaning orders written on this basis and it certainly is an interesting indication of possibilities.

Mr. W. B. Jameson, who formerly worked under the Chicago Office, but who has been in Washington and Oregon territory under the San Francisco Office since the latter part of 1914, made an exceptionally good record during the month of February, the total amount received at the San Francisco Office being nearly \$2,000.00, 78% of which was F. C. W. O. and 15% of the remainder C. W. O.

Five of these F. C. W. O. orders were for Cut 241 outfits, secured within a period of two weeks' time. Mr. Jameson is certainly to be congratulated on his C. W. O. record for it means good business all the way down the line.

We noticed in the Order Department the other day, a couple of nice orders from Mr. R. Coddington of the Denver District, one taken on Feb. 24th, for approximately 29 points and one on the 25th for the same amount. Say, Mr. Coddington, if you would keep that up every day—Well, no one would kick.

Mr. J. H. Wilson, of the Denver District, has thrown his hat in the ring for a Pacemaker Office by securing a 36 point Garage Order F. C. W. O. Very nice, to say the least.

Mr. C. M. Timberlake, of the Atlanta District, is another F. C. W. O. enthusiast. His recent record along this line since the first of the year is as follows:

- 2—2 Bbl. Cut 19-A
- 1—5 Bbl. Cut 19-B
- 1—5 Bbl. Cut 19-A
- 1—Cut 241 Outfit.

Mr. Timberlake has not been with us a great length of time but he is out for business and good business at that. Furthermore, he is getting it.

Smiling and optimistic S. A. Collins, of the Albany District, is always bumping up against something interesting on connection with our business.

Recently he called upon a deaf and dumb Dry Cleaning prospect. He tore off part of the conversation, which is herewith reproduced:

"Bowser man—Dry Cleaning plants. Are you going to make any changes in your place or put in tanks?"

"No—but I am looking for a partner with \$1,000.00. How much will it cost?"

"Hard to tell unless I knew just what you wanted to do or how big a place you wanted to build."

"12x12, one washer, three tanks."

"Where is the place so I can see it?"

"I do not own shop yet and don't know if I can stay long."

In conclusion he asked if we had any deaf and dumb salesmen. We know of some that are deaf, and there might be a few that are occasionally dumb, but in the whole organization we know of none who are both deaf and dumb at the same time.

We have a letter from Mr. C. C. Barnet, Denver Manager, advising that Mr. R. G. Fisher, who was laid up some time as a result of a fall on the ice, has almost wholly recovered and that he has been "rolling in the orders," his last being a nice 17 point garage order. We are not sure whether "C. C." means that Mr. Fisher has been rolling orders in or whether he really means he has been "rolling in orders."

Notes 37D-20M-7-1-12

Summary of Daily Reports

No. of orders referred to 1-14

No. of Sales Made DEC 2 1-14

Total Amount \$ 10,000.00

If no calls made, give reasons

Remarks: A letter for this amount if dry keep going.

12/5/14 J. H. Wilson

Date: 12/5/14

NOTE:—This summary must accompany each day's report. If any Branch Salesman does not work, a summary sheet must be filled in and mailed to the Branch Office, so stating and giving the reason. This is imperative.

Mr. E. J. Little, Manager of the Fort Wayne Sales District, is seriously considering putting on the walls of his new office, the motto, "Those who live in glass houses shouldn't throw stones."

The new location of the Fort Wayne Sales in the cement block building is some "glass," believe us.

Mr. George H. Hastings, Manager of the St. Louis Office, was a visitor at the factory Tuesday, March 2.



Mr. J. B. Beall, of the Engineering Sales, now assisting at the Chicago Office, was a visitor at the factory Tuesday, March 2nd.

• • •

Our little salesman "Guy" from Angola, Ind., was in the Fort Wayne Office a few minutes the other day after an absence of nearly a month. "Guy" assisted by Mr. Dewey, of the Fort Wayne Sales Office, had charge of our exhibit at the Fort Wayne Automobile Show. Enough said. Anyway, Guy has not lost any weight over it.

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Chicago, Ill., Feb. 22, 1915.

Mr. G. A. Townsend,  
Editor Boomer.

Dear Mr. Townsend:—

Your letter of the 12th inst. received. Thanks for your encouragement.

With my compliments, I offer you the following, suggesting all Bowser men be like the farmer.

An old farmer stopped in a store to do some marketing.

After the storekeeper had waited on him and the farmer had paid his bill, the merchant said: "The war is awful, isn't it?"

"Is there a war?" asked the farmer.

"Sure! England, France and Russia are fighting Germany. Greatest war in history."

"Well, they have a nice day for it, anyhow," the farmer replied, picking up his bundle as he left.

Yours very truly,

(Signed) J. J. BEHEN.

### ONE SWELL ORDER.

**Mr. H. Beique, of the Canadian District, Recently Closed a Splendid Order for the New Fire Station in a Suburb of Montreal.**

Mr. H. Beique is one of Mr. Hance's successful garage men who handles the line in the Eastern half of the City of Montreal. He is a persistent, consistent producer and is to be congratulated on his success so far this year.

Maisonneuve, one of the suburbs of Montreal, recently was in the market for an installation for their Fire Department. It was through Mr. Beique's sales ability that he equipped their new Fire Station with complete Bowser equipment. Mr. Hance states that the Toronto Office has had the pleasure of equipping a number of Fire Stations in the Dominion of Canada, but this order of Mr. Beique's is the largest ever sold in his territory for installation in one Fire Station.

You will recall that Mr. Beique was a Pacemaker in 1913, but owing to circumstances over which he had no control, he failed to reach the goal in 1914. However, the indications are that he'll be here this year as this order is simply an evidence of his ability in the face of conditions.

Each one of you will appreciate what a complete and perfect installation this will be. It consists of the following equipment:

1—12 Bbl., 12 Gauge, "Red Chief," Cut 106 Pump, for Gasolene.

1—12' Section of Metal Lined Hose, Wall Hook, and Cut 132 Portable Nozzle.

1—6 Bbl., Type "C," 12 Gauge, "Red Chief," Cut 101 Pump, for Gasolene.

1—12' Section of Metal Lined Hose, Wall Hook, and Cut 132 Portable Nozzle.

2—2 Bbl., Type "C," 12 Gauge, Cut 41 Pumps with Meters, for Lubricating Oil.

2—1 Bbl., Type "B," 14 Gauge, Cut 52-B's, equipped with locks, for Lubricating Oil.

The whole order totaled about forty-six points.

### MONDAY MORNING'S F. C. W. O.'s

We happened into the Order Department the other day when Mr. Mauk's genial assistant, Mr. Carl Hobrock, held up a bunch of orders saying, "Some C. W. O.'s." Here is a list of men who contributed F. C. W. O.'s that he had checked up by 10 A. M.:

A. L. Corbin	Washington
L. B. Robinson	Dallas
F. B. Brandt	Fort Wayne
W. A. Lee	St. Louis
P. M. Miller	Chicago
A. M. Lucas	Denver
C. E. Smith	Fort Wayne
H. C. Baker	Fort Wayne
J. G. Sterling	Chicago
R. D. Eckberger	Dallas
H. Q. Fite	Atlanta
J. C. Abel	Chicago
J. H. Wilson	Denver
W. A. Foster	Chicago
John A. Lance	Philadelphia

• • •

### THE NEAR PACEMAKER.

A salesman gay strolled on his way,

Quite early in the year;

He found things fine all down the line,

And radiated cheer.

When summer came, he saw the game

Of baseball clubs quite frequent,

And then, alas, he fished for bass,

Nor thought of things consequent.

There came a day when the salesman gay

Needed seventy points or more,

But he found too late that affairs of state

Had made it much harder to score.

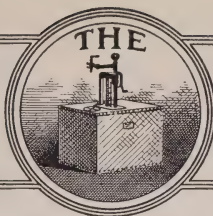
He moaned and sighed, then laid down—and died;

They called in the undertaker,

There is no use to make excuse,

"Here lies a Near-Pacemaker."

(Signed) H. C. BAKER.



## DRY CLEANING NUMBER

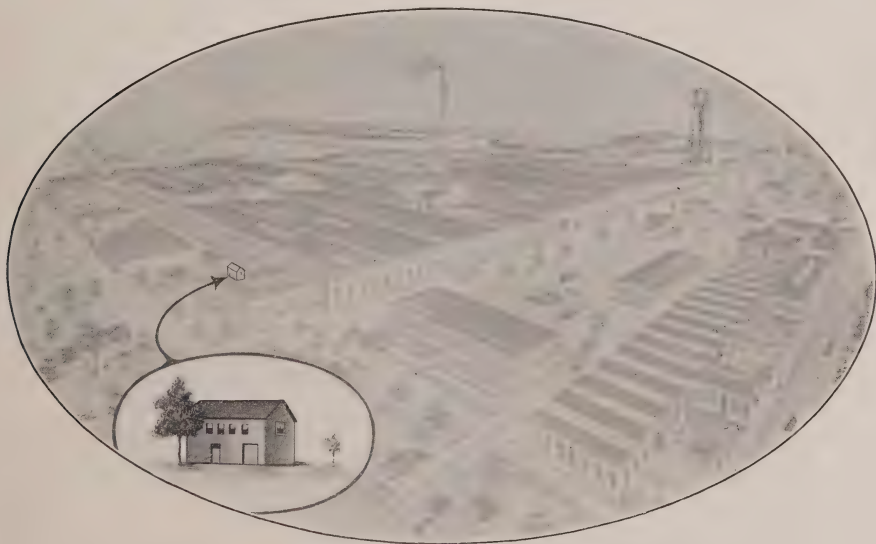
### Features in This Number

**One Day in March** - - - - - **Cartoon**

Instructions in Selling Dry Cleaner's Systems - - - - - Mr. C. B. Evans

Another Interesting Talk on Dry Cleaning - - - - - Mr. I. L. Walker

Fire in a Dry Cleaning Plant - - - - - Mr. J. H. Mc Connell



### A Dream and A Reality

From 1885 to 1915, or, From a Room in a Cow Shed, which stood on the same ground as the Present Factory, to Twelve and More Acres of Floor Space as Shown in Illustration





# BRANCH OFFICE STANDINGS

12th Week Ending March 27, 1915.

## SENIOR OFFICES

FIRST - FORT WAYNE



E. J. LITTLE, Manager

FOURTH SAN FRANCISCO



D. S. JOHNSON, Manager

SEVENTH - TORONTO



W. R. HANCE, Manager

SECOND - DALLAS



W. M. MANN, Manager

FIFTH - CHICAGO



L. P. MURRAY, Manager

EIGHTH - HARRISBURG



R. S. COLWELL, Manager

THIRD - ST. LOUIS



G. H. HASTINGS, Manager

SIXTH - ALBANY



J. H. McCONNELL, Manager

NINTH - ATLANTA



H. W. BROWN, Manager

## JUNIOR OFFICES

FIRST - DENVER



C. C. BARNET, Dist. Supt.

SECOND WASHINGTON



A. W. DORSCH, Dist. Supt.

THIRD - PHILADELPHIA



T. D. KINGSLEY, Dist. Supt.

FOURTH - LOUISVILLE



E. J. GALLMEYER, Dist. Supt.

FIFTH - NEW YORK



H. C. CARPENTER, Dist. Supt.



UPON the Bronze Tablet, illustrated at the left, which adorns the wall in the corridor of the main office at the Home Plant is inscribed the names of the three salesmen who secure the largest volume of business during the year regardless of lines worked. This tablet is seen by all visitors who come to the plant during the year. The forty likely candidates for this honor at this writing are listed below.

### Standing of Forty High Men, March 27, 1915

Salesman's Name	Office	Salesman's Name	Office
1. C. R. Eggleston	Albany	22. R. E. Clement	Chicago
2. W. V. Crandall	San Francisco	23. W. H. Coddington	St. Louis
(First Tablet Cutter—1914)		24. J. F. Vonderembse	Denver
3. W. A. Merrill	Fort Wayne	25. G. W. Elliott	Albany
4. R. G. Fisher	Denver	26. F. M. Kennedy	San Francisco
5. H. E. Dobson	Engineering Sales	27. F. E. Walters	San Francisco
6. R. Coddington	Denver	28. R. T. Lawrence	Chicago
7. A. G. Hartgen	Harrisburg	(Second Tablet Cutter—1914)	
8. G. P. Stovall	Washington	29. J. T. Webber	Chicago
9. G. H. Reuben	San Francisco	30. W. J. Bates	Fort Wayne
10. E. L. Milliron	Engineering Sales	31. J. H. Armstrong	Engineering Sales
11. J. C. White	Dallas	(Third Tablet Cutter—1914)	
12. E. F. English	San Francisco	32. A. Z. Caron	Chicago
13. C. B. Evans	Fort Wayne	33. H. Beique	Toronto
14. L. W. Cheney	Fort Wayne	34. E. F. Klotz	San Francisco
15. G. H. Schnabel	Chicago	35. W. H. Lease	Fort Wayne
16. G. E. Bowen	Chicago	36. M. Laupheimer	St. Louis
17. E. R. Bird	San Francisco	37. R. L. Matthews	Dallas
18. F. W. Devereux	Albany	38. W. C. Sutton	St. Louis
19. W. E. Tousley	St. Louis	39. G. P. Dickey	St. Louis
20. J. J. Manning	Chicago	40. D. W. McConnell	Albany
21. H. A. Leonard	Chicago		

### Five High Men by Points in each District, March 26, 1915 (Districts Listed Alphabetically)

ALBANY					DALLAS					FORT WAYNE					NEW YORK				
1. C. R. Eggleston	2. F. W. Devereux	3. G. W. Elliott	4. D. W. McConnell	5. N. A. Ring	1. J. C. White	2. R. L. Matthews	3. J. M. Tucker	4. W. W. Ince	5. E. P. Walker	1. W. A. Merrill	2. L. W. Cheney	3. C. B. Evans	4. W. H. Pritchett	5. W. H. Lease	1. F. H. Peoples	2. W. H. Ladd	3. G. W. Scott	4. H. Dalgaard	5. A. B. DeLacy
ATLANTA					DENVER					HARRISBURG					PHILADELPHIA				
1. F. C. Schuster	2. T. F. McWaters	3. R. W. Maxey	4. H. J. Fite	5. J. S. Carrington	1. R. G. Fisher	2. R. Coddington	3. J. F. Vonderembse	4. A. M. Lucas	5. R. W. Jewell	1. A. G. Hartgen	2. R. D. Leonard	3. M. B. Pelffer	4. W. B. Offerle	5. G. N. Roos	1. H. A. Vortigern	2. W. S. Parker	3. D. W. Chase	4. W. M. Booker	5. J. C. Comber
CHICAGO					ENG. SALES					LOUISVILLE					ST. LOUIS				
1. G. E. Bowen	2. J. J. Manning	3. R. E. Clement	4. G. H. Schnabel	5. R. T. Lawrence	1. H. E. Dobson	2. J. H. Armstrong	3. E. L. Milliron	4. J. J. Connelly	5. W. B. Stamford	1. F. L. Alsobrook	2. Max Heintze	3. J. B. McPherson	4. D. Moore	5. J. C. Rogers	1. W. E. Tousley	2. W. A. Lee	3. G. P. Dickey	4. W. H. Coddington	5. W. C. Sutton
SAN FRANCISCO					TORONTO					WASHINGTON									
1. W. V. Crandall	2. G. H. Reuben	3. E. F. English	4. F. M. Kennedy	5. E. R. Bird	1. T. H. Rhodes	2. W. Hickingbottom	3. H. Beique	4. C. S. Robertson	5. J. W. Merickel	1. G. P. Stovall	2. J. T. Gibbons	3. L. O. Park	4. A. L. Corbin	5. D. W. Darden					

# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY  
S. F. BOWSER & COMPANY

Edited by GEO. A. TOWNSEND

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS EMPLOYEES

APRIL 1, 1915

## GUESSING VS. KNOWING

"If I were selling nails or glass, or pills or shoes or garden sass, or honey from the bee—whatever line of goods were mine, I'd study up that special line and know its history.

"If I a stock of rags should keep, I'd read up sundry books on sheep and wool and how it grows. Beneath my old bald, freckled roof, I'd store some facts on warp and woof and other things like those. I'd try to know a spinning-jack from patent churn or wagon rack, a loom from hog-tight fence; and ask some leading questions, I could answer with some sense.

"If I were selling books, I'd know a Shakespeare from an Edgar Poe, a Carlyle from a Pope; and I would know Fitzgerald's rhymes from Laura Libbey's brand of crimes, or Lillian Russell's dope.

"If I were selling shoes, I'd seize the fact that on gooseberry trees, good leather doesn't that shoe pegs do not grow like oats, that cowhide doesn't come from goats—such things I'd surely know.

"And if I were a grocer man, I'd open now and then a can to see what stuff it held; 'twere better than to writhe in woe and make reply, "I didn't know," when some mad patron yelled.

"I hate to hear a merchant say: "I **think** that this is splendid hay," "I **guess** it's first class tea." He ought to **know** how good things are, if he would sell his silk or tar or other goods to me. Oh, knowledge is the stuff that wins; the man without it soon begins to get his trade in kinks. No matter where a fellow goes, he's valued for the things **he knows**, not for the things **he thinks**."—Walt Mason.

## "QUOTE MEDIUM PRICE FIRST"

At the Convention Dr. Stanley L. Krebs gave us some very interesting information on "Salesmanship." One of the points that he brought out was the advantage of quoting a medium priced outfit first. In support of this claim he argued that in quoting the medium

priced outfit first, you did not have such a long distance to drop if you sold him a cheaper outfit, nor did you have to build him up such a great distance if you sold him the higher priced equipment.

It is natural that every man wants the best. However, other conditions prevail such as the pocketbook, business, etc. If you exhaust all your argument in convincing him that he needs a high priced outfit and then discover that he cannot buy it, but must of necessity come down to one of the lower priced equipments, the drop is so far that oftentimes he is ashamed to make it.

Result: A sale is lost.

By quoting the medium price first, the prospect can, with better grace to himself, drop to a lower priced outfit and you have many advantages in your favor for closing the sale by so doing.

He also advocated a salesman getting in the habit of agreeing with the prospect, yet at the same time bringing the prospect around to your viewpoint. By agreeing with him you do not arouse his antagonism and in the end, if you have led the conversation, you will accomplish the result and sell him. In other words, it is a great deal easier to lead a man than it is to drive him.

If you are in doubt during your talk as to whether you have the attention of the prospect, he suggests pausing and asking a question.

For example: Supposing you are talking to a prospect and although he is looking you straight in the eye you are still uncertain as to whether his mind is on your sales talk or on some personal problem, pause, and suddenly ask him, we will say:

"Now, don't you think, Mr. Smith, that all of this is reasonable for the price?"

If you have not quoted the price you will know instantly by his reply whether you have his attention. Of course, if you have previously quoted the price, such a question will not be in line and you will have to adopt some other one in order to reveal whether you have the prospect's attention.

## USE THIS ARGUMENT.

Optimistic Ed French, Mr. Colwell's smiling assistant, sends the following contribution for the columns of the Boomer and the editor believes it is worth serious consideration:

"The January issue of the Pennsylvania Merchant (Groceryman Journal), under the subject of "Store Management," has cited one instance where the merchant's profits are lost. It reads as follows:

**LIQUID PACKAGES**—In many stores, particularly grocery and general stores, certain



things like oil, gasoline, denatured alcohol, molasses, etc., are kept outside the store, or in the back end of the store, or in the basement. A great many losses occur because an accurate system is not used to assemble or bring together all purchases on an order and checked off before being delivered, either by the driver or direct to the customer. Many times the customer will pay for the goods bought in the store, either in cash or by having them charged; but sometimes the can of kerosene or the bottle of denatured alcohol, or the gallon of paint, or some of the builders' supplies, will go directly from the outbuilding, or the annex, to the driver or to the customer's vehicle, without being paid for or being charged. Unless the goods are properly assembled and checked off before delivery, the clerks and customers, as well as loafers, very soon see that there is a chance to get goods which have not been charged or paid for. Naturally, anybody who is trying to defraud a merchant, or any other business institution, will try the weakest link.

"All merchants who handle oil in the old method will agree with you that they lose considerable through the failure to make collection on the oils sold, due to storing their oils out and away from the building.

"How much easier, safer and profitable does this end of their business become through the installation of the Bowser Equipment?"



## THE BOWSER VOLUNTEER FIRE DEPARTMENT

Fire Chief H. M. Bowser gathered his assistants together in banquet on the evening of Washington's birthday, last. Mr. Detoro, of the factory force, took a flashlight which is herewith reproduced, showing those who were present.

These stalwart gentlemen are highly efficient and drill two and three times a week. These men, working with the sprinkler system, would make it a difficult matter for a fire to start

with sufficient velocity to do any great amount of damage. We have had several practical examples of this since they have been organized. One day the dipping vats where we Japan and bake part of the equipment got on fire. It was confined to that one room and the loss was very small. Without the department it would have been otherwise.

## PERSONALS

The following quotation is taken from Salesman G. H. Simpson's letter of March the 9th. Mr. Simpson is one of Mr. McConnell's scouts, out for the Cup.

"Yes, Mr. Townsend, I will be a Pacemaker this year and it will be by the middle, at the latest, as my mind was made up to that before receiving your letter, but that has made me more determined."

\* \* \*

When Manager L. P. Murray goes after a thing he believes in starting from the bottom and laying a foundation that will stand the actual test of time. This year he is going after the Dry Cleaners' business in the right way.

On Saturday, March 6th, he had fourteen of the Chicago salesmen from his territory into the Office for instruction regarding this class of equipment. On Saturday, March 13th, they had a similar meeting in the Minneapolis Office.

These two meetings are going to result in improved efficiency along the line of selling dry cleaners' equipment. Evidently Mr. Murray is going to leave no stone unturned in attempting to retain the Cup next year.

\* \* \*

Under date of March 9th Ft. Wayne Sales said, "We are on top from now on. Just watch us." We are not going to vouch for the truth of this statement for they said, "We thought last week we would be on top by the last of the week but we were not." Now they are on top and its up to the other senior officers to take note. "E. J.'s" going to make you all hustle this year.

\* \* \*

Mr. George McCurdy, who has been doing special work for the last two years out of Ft. Wayne, is now covering territory south of Saginaw, Mich. George has already made a good start in the Wolverine State and we are looking for great things from him before the year is over.

\* \* \*

Mr. F. C. Schuster, of the Atlanta District, is another F. C. W. O. member, having produced the necessary evidence of this fact by sending in a 17 point public garage order F. C. W. O. His order called for a 10 bbl., C-14, Cut 102, a 2 bbl., C-14, Cut 109 and a 7F1.

\* \* \*

Mr. I. L. Sawin, who has been travelling territory in Indiana under the Ft. Wayne District is now working in Michigan—up there where they do things. We are going to hear from Mr. Sawin in the future.

\* \* \*

Mr. George Kinsley, who formerly covered territory under the Atlanta District is now in Ft. Wayne territory. We wish you success, Mr. Kinsley, in your new location.

SING, FEBRUARY 19, 1915

# AUTOMOBILE HIT BY B. & O. TRAIN TWO ARE INJURED

Prominent Huntington Business  
Men Have a Narrow Escape  
From Death

MACHINE DRAGGED 300 FEET

Thoursen Able to Leave Hospital  
After Wounds Are  
Treated

John Lee, 1344 Sixth avenue, district sales manager for the Bowser Tank Company of Fort Wayne, Ind., was painfully injured and Jack Thoursen, owner of the Taylor Laundry Company, and prominent Huntington contractor, was painfully bruised when an automobile in which they were riding was struck by an eastbound Baltimore & Ohio passenger train near the Wayne line stop in Westmoreland this afternoon.

The men were placed aboard the train following the accident and rushed to Huntington where they were transferred to the Guthrie hospital. An examination proved that neither was badly injured.

Thoursen's injuries were severe and he was able to get into the ambulance into

Lee and Thoursen were taken to the hospital shortly after the accident.

Mr. J. L. Parth, who just recently began work under the Ft. Wayne District, has already begun sending in a nice lot of business and we look forward to his being a Pacemaker before the end of the year.

Mr. C. A. McFarland, of the Dallas District, went out on Washington's Birthday and made two nice sales amounting to nearly 20 points. A very good way to honor the Father of our Country.

Mr. J. T. Gibbons, working in Washington, D. C., recently closed a nice public garage order amounting to approximately 50 points F. C. W. O. Mr. Gibbons certainly must be a pretty good looking fellow to do a thing like that. It's worth while though just the same.

Mr. L. O. Pack, covering territory under the Washington District, was laid up for several days on account of illness, so long in fact that he began to run behind on his quota. His Summary of Daily Reports of Feb. 27th says, "Still sick, but remembered I was short of my quota so got up and went after one prospect and sold it Saturday, F. C. W. O." A nice 10 point store order.

The following Summary of Daily Reports of W. C. Sutton, St. Louis District, read as follows:

"February 17th—6 Calls  
1 Sale  
Amount, \$42.00  
February 19th—1 Call  
1 Sale  
Amount, \$197.00  
February 22nd—2 Calls  
(Washington's Birthday) 2 Sales  
Amount, \$1053.00  
February 23rd—1 Call  
1 Sale  
Amount, \$187.00"

This is "going some," believe us. It is only a question of days with Mr. Sutton, when the Presidency will perch on his banner at this gait.

On looking over the Summary of Daily Reports, we find W. H. Carpenter's for February 13th.

"No. of Calls Made—13  
No. of Sales Made—1  
Amount—\$387.00"

Under "remarks" he says: "Saturday—Thirteenth." Evidently Mr. Carpenter is not afraid of the mystic "13."

C. J. Rogers reports also on Saturday, February 13th:

"1 Call—1 Sale—Amount, \$285.00."

Here's another one that puts the hoodoo "13" out of business.

It surely is wonderful to note the prevalence of "cash-with-order-itis" that has broken out among the Bowser Salesmen.

On looking over a number of Daily Reports, we find one from Salesman J. H. Wilson of the Denver District, dated February 18th, stating that one call was made resulting in a sale of \$1170.71, C. W. O.

We've got one Wilson in the White House, but if this gait keeps up we will have another in the Pacemakers' Club.

February 20th, 1915.

"We notice that in February 15th Boomer a Mr. J. T. Webb of Chicago District, 'blew into the Home Office the other day, etc.'"

While Chicago may be able to boast of more Pacemakers than Atlanta, Atlanta has a leg on Chicago—having two Webbs—therefore Webb footed not a Web foot. The Atlanta Webbs are brothers, "T. R." and Charles.

We always thought Mr. S. J. Redford, who covers the State of Utah, was a pretty good guesser the way he piles up the business, so we are a little surprised to receive a letter from him under date of Mar. 2nd, a part of which reads as follows:

"I cannot go South yet. Mud and Indian war keep me guessing just when to start."

Saturday, February 27th, was not such a bad day for Albany. The following boys contributed business according to their Summary of Daily Reports:

Salesman's Name	No. of Calls	No. of Sales	Amount
C. R. Eggleston	8	1	\$ 303.50
C. C. Dalgard	3	2	301.50
G. W. Elliscn	2	2	662.50
W. A. Hemingway	8	1	12.00
G. W. McConnell	3	1	183.25
N. A. Ring	25	2	202.25
I. L. Shirk	17	1	284.50
F. Q. Smith	2	1	37.00
A. DePlace	2	2	276.00

Total .....\$2262.50

\* \* \*

Another Saturday salesman is Mr. R. W. Potts of the Ft. Wayne District. On February 27th he reported two calls, two sales, \$545.00. Closed first order at 10:00 A. M. and second at 2:30 P. M.

\* \* \*

F. L. Alsobrook of the Louisville District, reports on March 2nd, "two calls, two sales, \$446.00, worked all day with these two prospects." It pays to work all day sometimes. It takes a salesman to do that. Good luck, "F. L.," and may you work all day several times this year.

\* \* \*

H. J. Fite, an Atlanta District representative, closed up a F. C. W. O. cut 41 deal with filter and hose complete the other day. Our fighting Alabaman has acquired "the F. C. W. O." habit.

\* \* \*

Another Atlanta District representative, Mr. Charles Webb, has sold a twelve barrel, 12 gauge cut 101. That is a fine start, Charley, make them come across with the big stuff.

\* \* \*

We regret to have to advise that the father of our Greensboro, North Carolina, representative, Mr. W. N. Daniel, recently died at Washington, D. C. We wish to extend to him our utmost sympathy in his bereavement.

\* \* \*

Mr. O. W. Watkins on February 17th put across a nice deal when he sold a merchant at Rutledge, Tennessee, a two barrel 19-B with transfer pump and made it F. C. W. O.

\* \* \*

### THE WAR'S TOLL

**Mr. Robert Granger, of the Paris Office, Was Recently Badly Wounded and Draftsman Vallet Killed While Fighting in the French Army of the World War**

Mr. Robert Granger will be remembered by the salesmen who attended the 1913 Pacemakers' Convention, and especially will he be remembered by the members of the Efficiency Club whom he addressed before he returned to France.

Mr. Granger has been fighting in the trenches for his country since November 1, 1914. Mr.

Vallet was with his regiment since the outbreak of the war. Both men were very efficient employees in our Paris Office previous to the breaking out of the war in Europe.



Mr. Robt. Granger, of the Paris Office in His Uniform Just Before Joining His Regiment in France.

We have no accurate advice as to the seriousness of Mr. Granger's wounds other than his left arm was shattered by shrapnel and all we can say is to hope that he quickly recovers. The picture reproduced shows him in his uniform, ready to go to the front.

As for Draftsman Vallet, all that we can do is to extend our heartfelt sympathy to his family, which is little enough at this time.



# Instructions in Selling Dry Cleaner's Systems

By Mr. C. B. Evans.

The following article is a reproduction of Mr. C. B. Evans' talks before the Convention. He spoke as follows:



MR. C. B. EVANS

"The object of the Company in selecting salesmen to instruct the Pacemakers' attending the Convention in the three important lines of our business, viz.:

Store and Garage line.

Paint Oil line,

Dry Cleaning pumping and storage systems, is to

bring out a general discussion which will benefit all the salesmen.

The men who have been chosen to give these instructions are not necessarily the best salesmen in the organization, but have, to a more or less extent, specialized in the line on which they have been asked to speak, so I want it understood that we do not pretend to 'know it all.' I see before me men who have sold many a Dry Cleaning System and who know as much and probably more than I do about selling Dry Cleaning Equipment.

"However, for the benefit of those among you who have not had the experience of selling in this class of trade, I'm going to take it for granted that none of you know anything about the line. As I give you the methods I have found successful, those who have handled the dry cleaning line may take that which appeals to them, while the men who have not had the experience can use my methods and information for future prospects as they find them.

## The Various Kinds of Prospects.

"My experience has taught me that there are four or five different kinds of dry cleaning prospects. They consist of the dry cleaner who has equipment of any make; the laundry company, who has dry cleaning establishment and equipment; the prospective dry cleaner; that is, a man or a laundry who are about to embark in the dry cleaning business; and the smaller tailor and hand-work cleaner who have no equipment. There are sale possibilities in every one of these prospects for a Bowser salesman.



THE WAY TO BRING OUT THE FACTS

"Now, taking them in the order as I have named them, we will consider the dry cleaner who has a pumping and storage equipment.

"It has been my experience, covering a period of about eight years, that the dry cleaner or laundry who purchased an equipment some years ago, in almost every case did not buy sufficient storage to take care of expansion due to increase of business. In a majority of cases these people have bought a single pump like Cut 705 or 710 Bowser pump.

"This condition is due to the fact that a system sufficient to take care of their ordinary needs cost so much more than they had anticipated, that they cut capacity for price. Experience has taught some of them, however, that this was poor business.

"It will pay a Bowser salesman to call on all dry cleaners and laundries who are doing dry cleaning, and ascertain if they have sufficient storage and pumping capacity to take care of them during the busy season. I usually follow this method:

"I see the proprietor or manager of the institution and ask him if his present system is working satisfactorily. The usual reply is, 'Yes, it is.' I then ask if he has sufficient pumping and storage capacity to take care of the busy season. Again, the usual reply is, 'Yes, I have.' I then ask if I may see their dry cleaning room and go through their plant. This request is usually graciously granted. I always endeavor to get the proprietor or manager to personally escort me through the plant.

## Get the Practical Man Interested.

"When we come to the dry cleaning room this gentleman will at once introduce me to

the practical working dry cleaner. Then ask the cleaner if his system is working satisfactorily and giving him good results. If he replies in the affirmative I then ask if he has trouble in handling his gasoline during the rush days of the busy season, that is, if he has sufficient storage. Before he can answer this question I further inquire whether he has to distill his settled gasoline very often during the rush days. This is to bring prominently before the proprietor or manager, the fact that he has or has not suf-



ficient storage. If he has to distil his dirty and settled gasoline constantly during the day, it is the best evidence that he has not sufficient settling tank storage capacity.

In a majority of cases I have found that the dry cleaner's answer gave proof that he was short on storage capacity. The manager usually turns on the cleaner and asks him why he didn't tell him of this condition and the cleaner's usual reply is:

"You have put me here to run this plant and I am running it to the best of my ability. If I came to you with all my troubles you would soon put another man in my place. I'm doing the best I can with what you have."

"This is where I step in and explain to the proprietor or manager that his case is no different from hundreds of others. I then tell him it is an expensive proposition to have to distil gasoline all day for the following reasons:



### Expensive to Distil Gasolene.

"First, that there is a loss of from 10 to 15% in distillation of gasolene; second, that it costs money for the fuel necessary to make the steam to run the still; and third, that if he is paying water rent to the City through a meter, the expense of having a running stream of water going through his condensor all day is excessive.

"I further explain to him that if he had sufficient storage capacity to allow his gasolene to settle the necessary length of time, (from 24 to 36 hours) that it will cut down his distillation to a minimum, for the reason that the only distillation necessary will be that of the dirty settlings coming from the cone or hopper bottom of his tank when he cleans it every third day. And as he should have three settling tanks, this would necessitate the distillation of not over 30 to 60 gallons per day, according to the size of his tanks.

"About this time the man is vitally interested and asks the price of the tank, which, of course, depends upon the capacity. I then advise him that as this new tank should be of sufficient capacity to take care of his needs for a number of years, it would pay him to buy a tank two or three times the capacity of his present units. That is, if his system consists of two-barrel tanks, he ought to buy a five-barrel one, and if they are five-barrel capacity, he should buy a ten-barrel one. I explain to him this will be an emergency tank, which in the matter of labor saving and time

and distillation expense will pay for itself in a year at least. With his knowledge of the business he readily understands this statement and buys.

### Sell Two Pumps Rather Than One.

In the matter of pumping capacity, it is not hard, with the assistance of the man in charge of the dry cleaning room, to show the proprietor the great loss of time necessary to operate one pump during the rush season, for the reason that the pump must be cleaned after every operation of pumping settled or dirty gasolene through it, and while this might not have been so serious a matter to him when he first purchased the system, the fact that his business has probably increased two or three times since then, makes it a costly and vital matter to him now. The man in charge of the room is usually an enthusiastic supporter of the salesman in this respect and it is very often an easy matter to sell an extra pump or a double table pump, taking the old one, if it is a Bowser, in exchange.



"So much for the cleaners having equipment. Now for the prospective dry cleaner or the laundry which is about to go into the dry cleaning business.

"After the introduction I ascertain how large a plant they expect to install; that is, whether it will be a two, three or four-washer plant, for upon the number of washers they intend to install depends the amount of gasolene they will use and store. It is well to remember that you cannot give a price on a system until you know the necessary capacity, and you cannot arrive at the capacity until you carefully figure out the volume of business they expect to do, the number of washers they intend to install.

"After procuring this information you should look up location for tanks, ascertaining what space is available for them. If your prospect has no plans or blue print of plant, have him make a pencil sketch for you showing location of dry cleaning room and location for tanks. This, of course, in the event that the building has not been erected. If, however, the room for dry cleaning equipment is ready, go to it and get the prospective location of the washers and the possible location of pump; then go outside and find space for tanks.

### Cut Down Installation Expenses.

"To cut down installation expenses, locate tanks as close as possible to building, that is, within regulations of town ordinance or Na-

tional Board of Fire Underwriters' demands. This is usually within ten feet from building. Then make rough pencil sketch of room and location of tanks. This is necessary to enter on Data Sheet No. 811 for the use of the company in the event of your procuring the order.

"When you draw your sketch, show five or six tanks outside and location of pump and washer inside, with detailed measurements of distance. This will enable the company to have a picture of the plant and installation which will also enable them to estimate the amount of pipe, valves and fittings necessary. This tends to take.

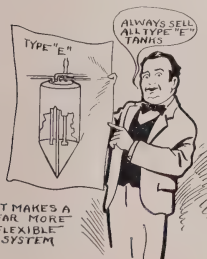


to expedite your order and do away with mis-

"Now, it is well to thank your prospect for his courtesy, advising him that you are going back to the hotel to figure out a system to fit his needs. Bear in mind his financial condition, which he undoubtedly will have 'tipped off' to you by his remarks. If, however, he has not done so, and you have any doubts, go to the bank and get information on him, because based on his financial condition and responsibility will be the size equipment you will sell him and the terms you make him.

"To make it easy, we will assume that the party intends to install a two-washer plant. Under this condition the washers would be medium size, having a capacity of 30 to 40 gal-

lons per wash, according to the number of garments or pieces to be cleaned. Now,, to properly take care of this prospect's condition, it is necessary to figure the number of washer loads of gasoline he would use on the busiest days of the rush season, and as the volume of business on a



day of this kind will run from \$50.00 to \$150.00 per day, it is well to approximate the number of pieces this volume would represent. The average price over the country is \$1.25 for a three-piece man's suit and \$1.50 for a woman's one-piece dress or two-piece suit. This gives a grand average per piece of about 45 cents.

### An Average \$75 a Day Business.

"Now, as I have mentioned, the volume of business as running from \$50.00 to \$150.00 per day, we will take a general average of \$75 per day. With one piece averaging 45 cents and the general volume average of \$75.00 per day, it would give an average of 166 pieces, and

as the average load of a medium washer is about 35 to 40 pieces, it would mean that the average day's business would mean four washer loads or operations of cleaning per busy day. This would make four loads of 35 gallons each or 140 gallons of gasoline per day for cleaning, and the same number of gallons for rinsing, for it is necessary to rinse each load after cleaning, consequently we have a total of 280 gallons of gasoline per day to clean a volume of \$75.00 worth of business consisting of about 165 to 170 pieces.

"This volume of gasoline can be cut down per day by about one-fourth, where the cleaner will use a rinse load where it is not too dirty, to wash a load of black or dark materials. This gives a volume of about 200 to 280 gallons of dirty gasoline to be stored from one day's work and as the Bowser System consists of three settling tanks, together with a new gasoline tank and distil tank, it means that the settling tank unit capacity at least must be sufficient to take care of one day's storage of dirty gasoline during the busiest day of the rush season. And it is always good policy to sell the complete system of a uniform storage capacity, for it is better to have a little excess storage than to be short in it when it is needed.

"As to the pump which should go with this system, my previous remarks covering the necessity for cleaning a single pump after the operation of pumping settled gasoline or dirty settlings is a strong point in favor of our Cut 251 Double Table Pump.

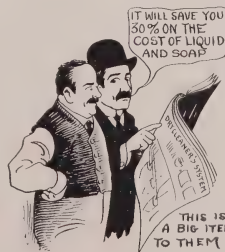
"Further, you can explain to the prospect that it is economy to buy the Double Table Pump when he is installing his storage system, as it has been our experience that the cleaners who have bought single pumps have ultimately taken them out and put in the Double Table Pump, and it would be good business for him to profit by others' experience, for in using our Double Table Pump there is no delay, as both pumps can be operated at the same time without interfering with the other's function.

### Double Pump Economizes Space.

"Another good talking point on the double

pump is that it economizes on space, for the reason that separator, headers and valves are all attached to the pump table, which does away with the necessity of attaching them to the wall space.

"Now you have conducted your prospect along the lines of what is necessary to give him an up-to-date and modern storage and pump-





ing equipment for his plant, and you have surely gained his confidence and respect from the manner in which you have demonstrated your knowledge of his business and your line, which, together with the regular 'Bowser' talking points, covering quality of equipment, service and thirty years' experience, should procure you the order.

### The Small Tailor Prospect.

"We will next take up the small tailor, or the hand cleaner. This class of prospects usually store their gasoline in faucet tanks over-ground, which is very wasteful and exceedingly dangerous.

"As a rule they have very little money for the reason that their volume of business usually runs from \$30.00 to \$75.00 per week. Sometimes this class of prospects are in small towns and their business expands and they find it necessary to put in one washer, and as they are readers of the 'National Cleaner and Dyer,' the official paper of the National Association of Cleaners and Dyers, they see the advertisement of 'Bowser' and others covering storage systems, but delay in buying a system, fearing the cost.

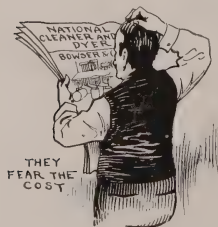


### Sell a Man What He Needs.

"To this class of prospects, about the best you can do is to sell them two or three tanks, Premier 2 or 3-bbl. capacity, with a Cut 710 pump, explaining to them that the underground storage with its settling facilities and its savings on soap and evaporation, will save them approximately 30% on the cost of liquid and soap.

"This is a big item to them and shows them an earning capacity on the investment, besides the absolute assurance that they cannot have an explosion or fire from the storage of their gasoline. Also, that it will lower their insurance. The latter is a very strong talking point for the reason that it is sometimes

impossible for them to procure insurance where they store gasoline over-ground. It can also be explained to them that as their business increases it will be possible for them to add one or two more tanks to their system without disarranging their original installation.



"Now, gentlemen, I believe I have covered briefly the general prospective field for sales for dry cleaning equipment. I have tried to give you the fundamentals as I use them. I realize that no two salesmen work alike; I only ask you to take what you may find useful from my remarks.

"I feel I cannot impress upon you too strongly this fact. The sale of a dry cleaning system is different from the average 'Bowser sale' for the reason that it is an equipment consisting of separate units connected together and working as one, and in promoting the sale of this system you have really been doing a job of engineering for your prospect, and you should use every effort to impress him with your knowledge of his and your own business and your company's ability to successfully cater to him, thus gaining his confidence.

### Get Your Prospect's Confidence.

"Treat him as you would be treated—sell him that which is necessary, but above all, do not over-sell him, so that when it comes to the final closing you will have so impressed your prospect and his confidence in you will be such that the question of price and competition will not enter into the proposition. He will request you to sell him a system; you will not have to make him buy.

"In conclusion I would suggest that you carefully read over your Dry Cleaning Bulletins so as to become familiar with the working of a system and the physical layout of same. Also, it is a capital idea to get acquainted with a dry cleaner in your territory and from him learn the operation of a plant and 'why' he does things. This information will be invaluable to you when working with a prospect, for it will enable you to talk intelligently with him on his business. **This begets his confidence**, which, coupled with your own and the company's ability to cover his needs, will bring you many a splendid order."



Salesman George Schnabel, of the Washington District, sent in an envelope to the Order Department on March 29th which "bulged some." It contained the following:

- One order for a Cut 241 "Red Sentry" Pump only.
- One order for a Cut 241, 5-Bbl. "Red Sentry" Outfit complete.
- One order for a Cut 241, 10 Bbl. "Red Sentry" Outfit complete.
- One order for a Cut 241, 7-Bbl. "Red Sentry" Outfit complete.
- One order for a Cut 41 Pump only.

Congratulations, George. This is something like your gait.



### A NORTHWESTERN FILLING STATION

Our "Red Sentry" in Use at One of the Many Filling Stations for the Snell Oil Company in and Around Vancouver, B. C.

## Another Interesting Talk on Dry Cleaning

By Mr. I. L. Walker of the Fort Wayne District

The following article is a reproduction of Mr. I. L. Walker's talk at the Convention. He worked with Mr. Evans in giving the men present the benefit of their expert knowledge in handling Dry Cleaners' Equipment. He spoke as follows:



MR. I. L. WALKER  
Fort Wayne Sales

The words "dry cleaning" mean simply this, that they do not use water, in connection with soap, as a medium for cleansing fine fabrics. The term "dry cleaning" is used in connection with cleaning garments by washing in pure gasoline and in this gasoline is placed a certain amount of good naphtha soap.

The advantages are that the gasoline does not have any effect on silk or any fine fabrics as water would have.

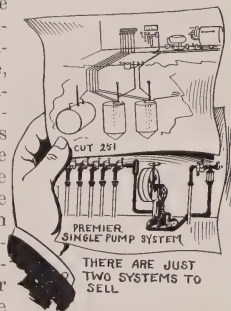
The Bowser System of Naphtha Storage and Distribution has become universally recognized as the Standard for underground systems. Not only have our competitors recognized this fact by attempting to imitate its principles, but the arrangement and system is used as a standard by the Underwriters as a basis to figure safe insurance and to provide and make ordinances for regulation of the storage of gasoline in dry cleaning plants.

### The Line for 1915

The Bowser Dry Cleaning Line for 1915 will be very much more simplified, the company giving you salesmen just two systems to sell. The first system will be the Cut 251 Standard outfit and the second system will be the Premier Single Pump System arranged so that it can be sold either as a hand power unit or arranged for power. It is the intention of the company

to also sell the Premier System installed or uninstalled so that if you master the two systems and their possibilities you will have no trouble in not only covering all requirements of dry cleaners whether they be large or small, but will be able to easily adapt these two types of systems to suit every requirement.

As it is true that every equipment we make is constructed scientifically and of the very best materials and the finest workmanship, this same fact and principle is carried out throughout the entire dry cleaning line. Every valve, header, strainer and individual item in connection with our system is a talking point. The salesman can only make a success of selling the dry cleaning line when he has mastered the details and can talk intelligently about our system and about the dry cleaners' own business.



There is no logical reason why every prospect should not be sold a Bowser System if he has the money to pay for it. This is a fact simply because the dry cleaner must depend upon service and durability of the equipment. On account of the keen competition which has developed in all lines of dry cleaning business, he must lower his cost of operation. One of the items in lowering this cost of doing business is made possible by the installation of the Bowser System. This will enable him to save time—save gasoline—save soap—and almost eliminate entirely the danger from fire.

Every salesman who is selling the dry cleaning line should become intimately acquainted with the dry cleaning business. He should be able to talk to his prospect in the terms of his trade and you will be surprised how easily you can interest this particular class of trade with the Bowser Idea, by applying its many fold savings to any particular man's requirements.



### Why Is a System Necessary?

The Dry Cleaning System as a unit is very simple. It only looks hard or complicated when you haven't studied or acquainted yourself with the reasons for the various valves and pipe lines. In the first place, why is a system necessary?

Simply because a dry cleaner must have some means of storing his gasoline as he uses it. He must have some means of reclaiming the dirty gasoline as it comes from the washers and he must have some means of transferring the gasoline from washer to washer, from storage tank to still, from storage tank to washer, so that the gasoline will not be exposed to the air, and thus eliminate danger from fire.

Also by storing his gasoline economically and allowing it to settle thoroughly after it has become foul with dirt, he can draw off the clean part of this gasoline and use it over and over again and thus secure the greatest possible results with the least amount of gasoline. If a system can accomplish this you can readily see that the dry cleaner must have something of this kind in order to do business.

In an ordinary dry cleaning plant they have from one to two washers. This washer is the same type as the laundries use for washing clothes, only they use gasoline instead of water. They must have an extractor the same as the laundries use for extracting the gasoline out of the garments after they have been washed. They must have a "distill" by which they can reclaim

their gasoline after it has become foul with impurities. They must have glove machines for washing gloves. They must have drying "tumblers" for quickly drying clothes and removing the dust from them. They must have a boiler for generating steam. They must have a motor for operating the machinery. Last but not most important they must have a system for

distributing, storing, pumping and reclaiming their gasoline or naphtha.

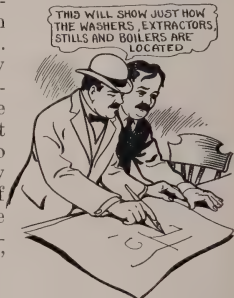
### A Wonderful Unit System

The Cut 251 double table pump outfit is a wonderful unit and as a system has never been equalled as a saving feature, or any other piece of machinery or system of machinery as a saving. You have two pumps on this system, one for "clean" and distilled gasoline and one for "dirty" and "settled" gasoline.

The two pumps are placed upon a table and connected to the various headers in such a manner that you can draw oil from any one of the six tanks by simply opening up the "packless" quick acting valves from the suction line on any one of the tanks and opening up the discharge valves at the end of the table to any particular discharge point desired.

The pumps are connected on a "header system" to the "separator" which automatically removes any moisture or water from the gasoline as it is pumped through the system.

We also place a "by-pass valve" under the table outfit so that either pump can operate on any line in the system. This an emergency feature and is absolutely exclusive with the Bowser systems. That means that if one pump should be accidentally broken or placed out of business you can use either pump for pumping "new" or "dirty" gasoline.



It is necessary, when using the "dirty pump" for handling all kinds of gasoline in a particular case of this kind to by-pass the separator.

With all of our systems you can pump from one tank to another, changing the gasoline in this manner. You can pump from any one of the tanks directly into the "still" or you can pump from one washer to another. Or by a very simple manipulation of the table valves you can pump directly from the washers into the "still." In fact, the entire arrangement is so elastic that wonderful results can be accomplished in a dry cleaning plant by very simple operations.

### The Premier Systems

The Premier Systems are only equipped with a single pump and in operating these systems it is necessary to force "clean" gasoline through the lines after "dirty" has been





pumped. This is very easily taken care of, however, and occasions no particular trouble to the dry cleaner. We could not expect that a smaller system, and a less expensive one, would be able to accomplish everything the double table outfit is able to do.



One of the wonderful features of the Bowser system are the tanks. We are recommending that all of our salesmen sell cone bottom tanks whenever they find a dry cleaner short on storage. We use cone bottom tanks so that distillation is reduced to the absolute minimum. This gives you a lot more elasticity in the operation of your outfit and that is what the Bowser Systems are noted for.

The cone bottom tank is made conical simply to hasten the precipitation and to have the deposit of dirt in the extreme end of cone so that it can be easily pumped into the "distill" for reclaiming.

We have one suction line leading from the pump suction directly to the center of the tank and extending down to the extreme point of the cone. This line is only for the purpose of pumping the dirty settlings and transferring them to the still. Another line runs into the top of the tank through the manhole and down to a point about 18" above the bottom of the cone and this line is used as a clean suction line.

### The Wonderful Saving in Soap

After the tank has settled sufficiently the gasoline is pumped up through this line into the washers for the purpose of cleaning the darker garments. Whenever gasoline can be allowed to settle and "clear up" and not be placed through the still, it still retains its soap, which is soluble in gasoline, and permits the dry cleaner to make a wonderful saving not only in gasoline, but in soap. If you will stop and think of the filth and dirt that is deposited in our cone bottom tanks and the ability of the cleaner to use this gasoline over and over again you can get some faint idea of the possibilities of the Bowser System in dry cleaning plants.



We send carefully printed instructions in a neat metal case with every system sold. It should be the particular business of the man who is in charge of the plant, to go absolutely

according to the directions which are furnished with the system. But we find that very frequently they do not follow these directions and allow the tanks to become foul with dirt. Then they wonder why their gasoline smells and why they have trouble in removing the odor from garments. The answer is they do not clean out the cone bottoms of the tanks as they should and according to directions. If necessary these tanks should be cleaned out every day, especially during rush season.

Every time a cone bottom tank is emptied of the clean gasoline, the refuse in the cone should be dumped out and if they will follow these instructions carefully, they will always keep their gasoline clean and sweet.

If you know of any trouble which any of our customers are experiencing with our systems, especially trouble with foul gasoline, you tell these people to pump out one cone bottom tank at a time. To pipe steam from their boiler to this tank, filling tank full of hot water. Put in about two pounds of 'sal soda' through the fill pipe. Now run a rubber hose down to as near bottom as possible and boil with steam the contents of the tank for at least one-half or three-quarters of an hour. Then allow it to settle, possibly over night and in the morning pump out the entire contents of the tank and refill it with hot water as a wash. This will not only remove all traces of dirt and precipitation, but the tank will be absolutely clean.



Gasolene which has become foul and rancid can never be reclaimed by placing it through a still. Please remember this and advise your customers accordingly. After the gasoline has become sour and rancid there is only one way to eliminate this and that is to throw entire contents away and buy new gasoline and clean the tanks. It will be good business on the part of any concerned to at least clean out their tanks in the manner mentioned once every year.

### Does Away with the Gauge Sticks

This year in addition to simplifying of the line, the company has placed upon the market a new device called the Cut 202-B indicator for dry cleaners. This is a splendid new addition to the already complete Bowser line. Although an Accessory at extra price it has some of the best talking points of any unit which we have ever placed upon the market. In our standard systems you know we furnish

gauge sticks and the dry cleaner must always gauge his tanks when filling them to find out just how much can be removed or placed in each respective tank. To do this it is necessary for him to go outside of his plant and sometimes in the Winter time this is very inconvenient.

With the 202-B indicator a float is placed in the tank and a pipe is connected from the tank, running over to the building in which the dry cleaning room is located. This goes through the wall at least **twelve feet above the ground** and comes inside the building. To this float, which is placed in the tank, we connect a flexible copper wire which runs over pulleys at the points where it turns at right angles so that it works absolutely easy and free. This wire and conduit runs into the building and is connected with a standard graduated gauge in such a manner that any motion of the liquid in the tank registers the amount in gallons on the gauge inside the building. This is a splendid device and has some wonderful talking points and is an absolutely exclusive accessory with the Bowser line.

For instance, the dry cleaner can ascertain each morning just how many gallons he has in his tanks. He doesn't have to leave the room to find out just how much gasolene he can put in any one tank in transferring. He can always tell how much gasolene he has placed in a washer by watching the gauge, which is connected to the particular tank which he is drawing from.

He can also learn the exact amount of gasolene he has used in any particular run by noting the amount placed in the washer to clean the clothes and then using the same tank to return the gasolene. By connecting the extractor return so that it will go to this tank, he will be able to know just how much gasolene was used in cleaning one particular batch of clothes. Gentlemen, this is one of the finest talking points for the Bowser System that we know of and every dry cleaning system that is sold this year should include a Cut 202-B indicator. They are simple, they are very reasonable and they are a valuable addition to any plant. One gauge should be sold for each cone bottom tank.

The Master Strainer, Cut 258, in a device which is placed between the tanks and washers, or on the return line, and designed to remove

all heavy precipitation, buttons, and dirt of all kinds, before the gasolene reaches the cone bottom tanks. This is provided with a cover, which works quickly, and the screen baskets can be easily removed and cleaned.

At each washer, when there are more than two washers used in a plant, there should be used a Cut 253 washer strainer. This is designed principally for straining gasolene when pumped from one washer to another.

The valves and piping that are used with a Bowser system are of the very best. We are using the Crane Quick Acting Valves, because in the years which we have used them with dry cleaning systems, they have given us the very best of satisfaction. They are expensive but they are the best in the long run.

### Form Sales 5C.

The salesman in selling dry cleaning equipment should always include with his order, and signed as a part of the order, Form Sales 5C. By doing this you will assist the company in getting out your order intelligently and will give them all the information they need in filling of the equipment and sending it complete. If this form is not sent you are bound to leave off some little thing which you have probably promised the cleaner and which will always cause dissatisfaction to the customer and yourself. Always be sure when sending in this form to turn it over on the other side and make a small sketch showing the plant, the distance the tanks are from the building and the general arrangement of the washers, extractors, stills, boilers, etc., and you will be surprised how much you will facilitate shipment of your order. If you will do this, you will be pleased with the manner in which the order goes through the factory and the way the shipment is made.

You should make it your business in selling dry cleaning plants, to understand something about ventilation, something about the danger and eliminating of fire and you should know how the machinery should be placed to the best advantage in a dry cleaning plant.

Editor's Note:—These columns this year, from time to time, will take up these subjects and clearly demonstrate the possibilities of working the dry cleaning business with a view of fitting you out as a dry cleaning expert, by giving illustrations and information as to the pertinent questions pertaining to this business.



## FIRE IN A DRY CLEANING PLANT

**Huntley's French Dry Cleaning & Dyeing Works, Burlington, Vermont, Had a Serious Fire Midnight, January 30, 1915.**

Probably the best way to give you the facts in connection with the fire at Huntley's French Dry Cleaning & Dyeing Works, is to reproduce Manager J. H. McConnell's letter of February 3rd, which accompanied the photographs herewith shown.

"When I reached Burlington, Vt., at midnight Jan. 30th, the above business place was burning. As it was located in the heart of the business section, the citizens, including the firemen were considerably wrought up over the possibility of a gasoline explosion.

"The following day the leading newspaper printed an article advising of the imminent danger of the property for the reason that gasoline was stored on the premises. We called the reporter's attention to the fact that the dry cleaning department was the only one that could have been operated the following day. Our Bowser equipment proved its efficiency under most trying circumstances.

"From the photographs forwarded under separate cover you will note that the walls are charred, and that there is considerable ice as



Another View of the Operating Room—Note the Way the Flames Played About the Room, But the Small Damage Done—Thanks to a Bowser System.

a result of the water thrown into the room, (the temperature was ten degrees below zero). But the machinery in the cleaning room itself was in no way damaged. Although there was some gasoline in the still I stood in the area-way back of the dry cleaning department while the firemen were throwing water into the dry cleaning room.

"At no time was there the slightest danger of an explosion. The entire building was on fire, and had it not been for the splendid work of the fire chief and his men, the entire building with all of the machinery would have been destroyed. As it is, the building is a wreck, but a large part of the machinery can be reclaimed and our equipment was practically uninjured.

Very truly yours,

(Signed) J. H. McCONNELL,  
District Manager.

JHM'C-R



## KEROSENE DOES CON- TAMINATE.

Most everyone but the merchant, using the old method of handling kerosene, knows that the odor of this necessary liquid will penetrate foodstuffs and contaminate them.

As an example, we will quote what Mr. Alexander P. Robinson, Manager of the St. Louis Branch of the Standard Oil Company, says on this subject:

"To be frank, the people are tired of getting their sugar or their flour home and finding it tastes of kerosene \* \* \*"



Interior of Operating Room—Note Our Standard Pumping System and Its Fine Shape After the Fire.



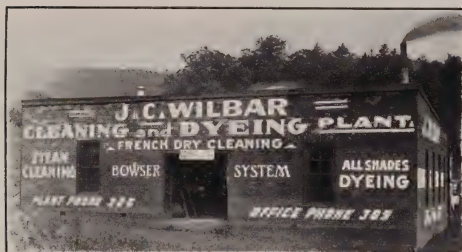
## MANY HAPPY RETURNS OF THE DAY

Mr. John L. Handy, of the Railroad Sales Department, who is well known to the entire organization, celebrated his 59th birthday on March 8th.

In remembrance, a few of the Store and Garage Sales Force got together and presented him with a fine box of cigars. They accompanied it with the following poem, which was prepared by Mr. Rosser McClure, another equally well known gentleman in the Bowser Organization.

Here's to you, John,  
On this day of days,  
And may it be the happiest be!  
Let it be as bright as the sun's white rays,  
And as calm as a waveless sea!

Here's to you, John,  
For your days to the close,  
May you enjoy each one of your whims  
And always remember the wishes of those  
Who gave you this box of Kims!



The above picture shows the Dry Cleaning Plant of Mr. J. C. Wilbar, Asheville, N. C. We secured this photograph through the courtesy of our Mr. J. C. F. Knowlton, of the Atlanta District.



## SOME PLEASED, BELIEVE US

Centerville, Tenn., March 6, 1915.  
Messrs. S. F. Bowser & Co., Inc.,  
Fort Wayne, Ind.

Gentlemen:

On March 2nd, 1915, I bought from your salesman one oil tank and I wish to add to this order one good transfer pump.

I purchased one of your tanks many years ago under the firm name of Walker Bros., at Cable, Tenn., and am proud to say that it's as good to-day as it was when first received and set up.

Do not fail to ship pump. Rush the tank along as I am losing time and money by not having its assistance.

Thanking you for past favors.

Yours very truly,

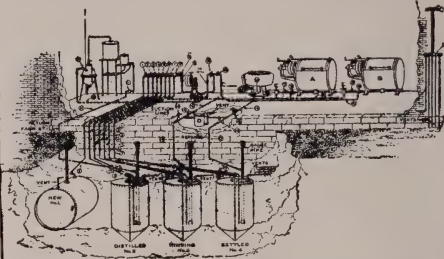
ROBT. N. WALKER.

## AN ENTERPRISING DRY CLEANER.

As evidence of the many advantages the possession of Bowser Equipment affords a Dry Cleaner, we are reproducing an advertisement taken from a local Burlington, Iowa newspaper.

### DOESN'T IT MAKE YOU FEEL BETTER.....

when you send your suit to a cleaner to be fixed up and know that they are responsible and your suit is going to get the



### The Bowser Underground Dry Cleaning System

best of attention and delivered when you want it, absolutely odorless, and know that we have the only system in the city to clean and finish your clothes properly? You may find others that will try and convince you wrong, but there is a reason for our rapid and continuous growth.

## The Model Cleaners, Inc.

Just Phone 1442 and We Are on the Job



Exterior of the Building the Following Morning After the Fire.

## FOOT VALVES

In order to emphasize the matter, we are calling your attention to the way we are shipping out our foot valves. We have discontinued using the machine screw and galvanized strip on the bottom of the valve to hold the poppets off their seats. We are using a special arrangement that does away with all possibility of the customer using the valve with the poppets held up off their seats as has been done under the former "screw and strip" method.

The valve will be placed in the carton with the new cardboard attachment. The customer, in lifting out the valve, automatically leaves the attachment that holds the poppets off their seats. He cannot then make any mistake.

This is a very fine improvement and will avoid any possibility of error hereafter.

said it was measuring accurately and giving perfect satisfaction—that he would not give as much as \$3.50 difference for a new one. He also said that on a recent visit from the Inspector of Weights and Measures the Bowser pump was the only thing he didn't punch a hole in.

Such endorsements, coming unsolicited, are indeed appreciated.

THE "ATTIESBURG NEWS" SATURDAY, JANUARY 6, 1918.

## PHOENIX'S Special \$1<sup>00</sup> Day

### On Next MONDAY

Just the one day—we will dry clean any lady's coat suit or dress or any man's suit for

## One Dollar

We make this splendid offer for this day only. It is an opportunity to get your suit cleaned cheap that will be unable to repeat and

### There's A Reason

Our Dry Cleaning Department has grown so large that even with our present splendid facilities were unable to handle it like we want to. We are now shipping our work into eight States and our business is growing all the time. For this reason we will close down our Dry Cleaning Department on January 15 for two weeks to install the

### Celebrated Bowser System

We expected to install this, the latest and best known system in the dry cleaning world, on the 1st of January, but a telegram from the manufacturers informed us that the shipment had been delayed about two weeks. Of course while we were closed to install this \$1500.00 plant we will be unable to take care of the usual run of business, and that is the reason we offer this special inducement for you to send your suit down next Monday and get it cleaned and pressed for one dollar.

## Phoenix Laundry

### ANOTHER SATISFIED USER.

Mr. G. E. Burwell, working from the Atlanta Office, tells us of a very interesting experience he had recently when calling on a Bowser user.

The outfit in use was, as near as Mr. Burwell could judge, twenty years old. The owner

Sunday, January 10.

BLUEFIELD DAILY TELEGRAPH

## MODERN PLANT IS BEING INSTALLED

Sanitary Dry Cleaning Works  
Putting in Latest Machinery  
at Their New Plant—Com-  
plete in Every Arrangement.

Bluefield is getting into the city class in one respect at least, and that is in the line of a modernly equipped and well arranged plant for sanitary dry cleaning and pressing, which will be able to do anything in this line that can be done in the largest cities. The Walters building on Bland street, has been enlarged by the addition of a rear building, 44 by 31 feet, in which is being installed a new plant for the Sanitary Dry Cleaning Works. This addition is specially built for the dry cleaning department, and will be used by the firm in connection with a pressing department, offices, etc., which will be located in the main building, which is 25 by 65 feet, at No. 34 Bland street. The system being installed is known as the Bowser dry cleaning and distributing system, and is manufactured by S. F. Bowser & Co., of Fort Wayne, Ind., and is what is known as the underground system. A force of men from the factory, headed by the firm's engineer, Ties D. DeVilbiss, is now engaged in installing the equipment. There are five tanks which are buried in the earth outside of the building and are connected to a sort of switchboard inside the plant from which it is possible to direct the fluids from one receptacle to another and place it all back in the underground tanks at night, thus removing it from the dry cleaning machinery....

The Sanitary Dry Cleaning Works will begin removing to this location on Monday, and there will be no interruption of business as far as pressing is concerned, but the orders for dry cleaning cannot be filled before Thursday.

## THE CHIEF SENTRY

### A Brief Statement Explaining Some of Its Advantages and Differences Over the "Red Sentry"

To the salesman familiar with the material and type of construction of the Cut 241 pump, the Cut 102 pump presents certain radical differences that cause him to ask the "why" of them. It is the purpose of this article to take up three of the most prominent of these points of difference and show the salesman the desirability of them—show him whereby greater ultimate service to the customer is obtained.

The most striking and probably the most radical change that one notices, is the substitution of sheet steel for cast iron in the outside casing or housing of the Cut 102 pump.

The pump casing itself consists of the lower housing or the cylindrical covering for the pump and filter cylinder; the pump cover or dome shaped piece covering the pump mechanism; and the upper portion, a tube seven inches in diameter and four feet long which covers the lamp.

But to come back to the pump casing itself, no better way could be had to bring out the advantages of the steel casings than to substitute cast iron for the present construction. The lower housing would need to be at least  $\frac{1}{4}$ " thick instead of 1-16" thick, entailing an added weight of nearly a hundred pounds, making the covering so heavy that it would take two men to handle it and we would lose the present feature of a customer himself being able to easily uncover it to get at the inside of his pump.

In the case of the upper two housings, cast iron would be impractical. First, because of the excessive weight to give the same strength as the sheet steel. In fact, it would absolutely be out of the question to open and close the pump as it is done at present. The constant closing the pump would shortly crystallize and break a cast iron, dome-shaped casing, while the lamp and globe at the top would be broken by the inertia of the heavy moving parts. With steel, however, neither of these will happen, for its lightness as well as resilience, will neither break the globe nor be broken itself.

The second important difference between the Cut 102 and the Cut 241 pumps is their shape and size. It is true that they are both circular in the general outline, but at first glance one is apt to say, "What a mountain of a thing. It would be an obstruction to the sidewalk."

A close study of the proportions of the five-gallon pump reveals some rather interesting things. It is natural that a pump of five gal-

lons capacity with a double set of gearing necessary for the quick return of the plunger, with two cog bars ten inches apart instead of one, with nearly twice the length stroke, and in addition a rack scale, compensator and their driving mechanism, would require considerably more space than a one-gallon pump.

On the face of things, it might be reasonable to expect at least twice the sidewalk space would be needed. As a matter of fact, the outside diameter of the Cut 102 is only three and one-half inches more than the distance across the largest part of the 241. The rectangle of the base of the latter will just go inside of the niche or circle made by the base of the newer pump. When closed, the distance from the "breast" of this pump to the ground is practically the same as the one-gallon outfit.

In the height of the globe, as well as in the size of the lamp post, the difference is so great as to be noticeable. The light on the Cut 102 is 9' from the ground to 7' for the smaller pump and 7" and  $2\frac{1}{2}$ " for the respective diameters of lamp post. However, one has only to see a five-gallon pump to agree that the added height is in no way a detriment to the pump, and possibly may add to the effectiveness of the top light as a night advertisement for the customer.

The third important difference is the method of opening and closing the housings of the pump. Everyone is familiar with the 241, with its horizontal swinging doors, and it is natural to suppose that the five-gallon curb outfit would be simply a larger edition along the same line, but new problems forced a change.

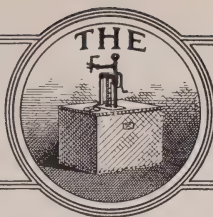
For example: The added diameter of the pump, together with the fact that the cog bars and plunger crossbar, that is, the parts that move up and down, were 10" wide instead of  $1\frac{1}{2}$ ", would have made doors of such size that to swing them open would have been a serious obstruction to the sidewalk, as well as the added danger of breaking. Hence, a vertically movable pump cover was adapted. Not only did it solve all the problems involved, but also brought in a number of other desirable features, a few of which I will enumerate in closing this article.

First, the pump occupies no more room on the sidewalk when open than when closed and in fact, when open, takes less sidewalk space than the Cut 241 with its doors swinging wide open.

Second, all parts of the pump including hose and hose draining valve, are completely encased at all times, and third, but not least, furnishes, when closed, a water-tight, weather and storm-proof covering for all the working parts of the pump.



# BOWSER



# BOOMER

VOL. XI

April 15, 1915

No. 8

## Features in This Number

<b>Does Co-operation Pay</b>	- - - - -	<b>Cartoon</b>
Procuring Full Cash With Order	- - - - -	Mr. C. B. Evans, et al
Practical Sales Arguments	- - - - -	Ye Editor
Lubricating Oil Demonstration	- - - - -	Mr. E. J. Gallmeyer
Above Ground Storage	- - - - -	Fire Clipping



After Five Days Return to  
**David Bernhardt Paint Co.**

(Limited) New Orleans, La.  
321-323 Camp St.  
*We are Large Dealers in Window Glass*



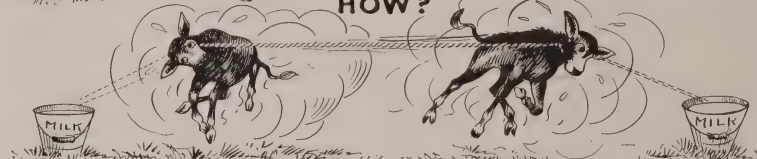
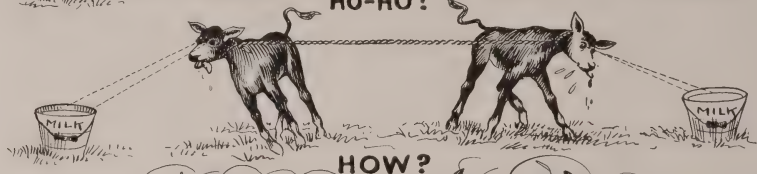
5 }  
We have located throughout our glass department the Bowser System of  
Self-Measuring Tanks. This insures our customers correct measure.

A reproduction of the Business Envelope of a Satisfied Bowser User—Note the point he makes as indicated in the lower left-hand corner.

# Does Co-operation Pay?

WITH APOLOGIES TO H. H. MERRICK,  
ARMOUR & COMPANY

**YOU + I = BOWSER**  
ESTABLISHED 1885



**TEAM WORK**



**SUCCESS**

# BRANCH OFFICE STANDINGS

14th Week Ending April 10, 1915.

## SENIOR OFFICES

FIRST - FORT WAYNE



E. J. LITTLE, Manager

FOURTH - CHICAGO



L. P. MURRAY, Manager

SEVENTH - HARRISBURG



R. S. COLWELL, Manager

SECOND - ALBANY



J. H. McCONNELL, Manager

FIFTH SAN FRANCISCO



D. S. JOHNSON, Manager

EIGHTH - TORONTO



W. R. HANCE, Manager

THIRD - DALLAS



W. M. MANN, Manager

SIXTH - ST. LOUIS



G. H. HASTINGS, Manager

NINTH - ATLANTA



H. W. BROWN, Manager

## JUNIOR OFFICES

FIRST - DENVER



C. C. BARNET, Dist. Supt.

SECOND WASHINGTON



A. W. DORSCH, Dist. Supt.

THIRD - LOUISVILLE



E. J. GALLMEYER, Dist. Supt.

FOURTH PHILADELPHIA



T. D. KINGSLEY, Dist. Supt.

FIFTH - NEW YORK



H. C. CARPENTER, Dist. Supt.





UPON the Bronze Tablet, illustrated at the left, which adorns the wall in the corridor of the main office at the Home Plant is inscribed the names of the three salesmen who secure the largest volume of business during the year regardless of lines worked. This tablet is seen by all visitors who come to the plant during the year. The forty likely candidates for this honor at this writing are listed below.

## Standing of Forty High Men, April 10, 1915

Salesman's Name	Office	Salesman's Name	Office
1. C. R. Eggleston.....	Albany	20. J. C. White.....	Dallas
2. R. G. Fisher.....	Denver	21. N. A. Ring.....	Albany
3. W. V. Crandall.....	San Francisco	22. F. M. Kennedy.....	San Francisco
(First Tablet Cutter—1914)		23. J. F. Goran.....	St. Louis
4. W. A. Merrill.....	Fort Wayne	24. E. R. Bird.....	San Francisco
5. R. Coddington.....	Denver	25. J. F. Vonderembse.....	Denver
6. A. G. Hartgen.....	Harrisburg	26. E. F. English.....	San Francisco
7. G. H. Reuben.....	San Francisco	27. P. M. Miller.....	Chicago
8. D. W. McConnell.....	Albany	28. G. W. Elliott.....	Albany
9. H. A. Leonard.....	Chicago	29. J. O. McCracken.....	Fort Wayne
10. G. H. Schnabel.....	Chicago	30. E. L. Milliron.....	Engineering Sales
11. G. P. Stovall.....	Washington	31. J. G. Roberts.....	Albany
12. R. T. Lawrence.....	Chicago	32. G. P. Dickey.....	St. Louis
(Second Tablet Cutter—1914)		33. W. E. Tousley.....	St. Louis
13. F. W. Devereux.....	Albany	34. W. H. Ladd.....	New York
14. L. W. Cheney.....	Fort Wayne	35. G. E. Bowen.....	Chicago
15. H. E. Dobson.....	Engineering Sales	36. C. J. Rogers.....	Chicago
16. R. E. Clement.....	Chicago	37. R. W. Jewel.....	Denver
17. W. H. Lease.....	Fort Wayne	38. C. B. Evans.....	Fort Wayne
18. J. J. Manning.....	Chicago	39. E. F. Klotz.....	San Francisco
19. W. H. Coddington.....	St. Louis	40. C. C. Wolfe.....	Fort Wayne

## Five High Men by Points in each District, April 9, 1915 (Districts Listed Alphabetically)

ALBANY					DALLAS					FORT WAYNE					NEW YORK				
1. C. R. Eggleston	2. D. W. McConnell	3. N. A. Ring	4. F. W. Devereux	5. G. W. Elliott	1. J. C. White	2. W. W. Ince	3. R. L. Matthews	4. J. M. Tucker	5. C. M. Sigler	1. W. A. Merrill	2. L. W. Cheney	3. W. H. Lease	4. C. B. Evans	5. W. H. Pritchett	1. F. H. Peebles	2. W. H. Ladd	3. G. W. Scott	4. H. Dalgaard	5. A. B. DeLacy
ATLANTA					DENVER					HARRISBURG					PHILADELPHIA				
1. F. C. Schuster	2. R. W. Maxey	3. J. J. Cline	4. L. P. Cox	5. M. Bedingfield	1. R. G. Fisher	2. R. Coddington	3. J. F. Vonderembse	4. R. W. Jewell	5. H. U. Earle	1. A. G. Hartgen	2. R. D. Leonard	3. W. B. Offerle	4. C. P. Law	5. M. B. Peiffer	1. H. A. Vortigern	2. W. S. Parker	3. J. B. Comber	4. W. M. Booker	5. D. W. Chase
CHICAGO					ENG. SALES					LOUISVILLE					ST. LOUIS				
1. J. J. Manning	2. R. E. Clement	3. G. H. Schnabel	4. R. T. Lawrence	5. H. A. Leonard	1. J. H. Armstrong	2. H. E. Dobson	3. E. L. Milliron	4. J. J. Connelly	5. S. F. Taylor	1. Max Heintze	2. F. L. Aisbrook	3. D. Moore	4. J. B. McPherson	5. J. C. Rogers	1. W. E. Tousley	2. G. P. Dickey	3. J. F. Goran	4. W. A. Lee	5. W. H. Coddington
SAN FRANCISCO					TORONTO					WASHINGTON									
1. W. V. Crandall	2. G. H. Reuben	3. F. M. Kennedy	4. E. R. Bird	5. E. F. English	1. T. H. Rhodes	2. J. W. Merickel	3. W. Hickingbottom	4. E. J. Murphy	5. H. M. Fickler	1. G. P. Stovall	2. D. W. Darden	3. J. T. Gibbons	4. L. O. Pack	5. A. L. Corbin					

# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY  
S. F. BOWSER & COMPANY


Edited by GEO. A. TOWNSEND

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS EMPLOYEES

APRIL 15, 1915

**CHICAGO HERALD,**  
**THURSDAY, FEBRUARY 4, 1915.**

**Personal Investigations  
of Philip?!?!  
He Discovers Some Remarkable  
Qualities of Gasoline.**



**EXPERIENCE COLUMN**

It has been suggested that an "Experience Column" be started in the Boomer and so an invitation is now extended you men to help make that column an interesting feature.

We believe that there isn't a salesman who has been with Bowser & Company long enough to get his "bearings" who has not had experiences of such a nature as when told would benefit to a more or less extent, all the other men in the organization. We believe that the establishment of such a column in our publication would draw out a whole lot of what is at present only known to the individual.

There is, as you know, a general invitation to everyone of you men to send in anything that would be of interest to the organization. An "Experience Column," however, that belongs absolutely to you men for relating experiences and giving of testimonials relative to Bowser business, would be something different than anything we have had heretofore. The Editor is going to try and keep this column open for a few issues and see how well the suggestion is received.

Now, it doesn't matter how long you have been with the organization. As long as you are a Bowser salesman this column is open to you. When you write, just imagine that you are with two or three other Bowser salesmen and holding a heart to heart talk on some personal experience you have had in connection with the business that had an influence on your sales work. It doesn't matter how long or short your letter, the Editor will endeavor to present the "meat" of it so that all may get the benefit of your argument.

**It is now up to you.**

## AN S. O. S. CALL

Here is an actual situation which occurred to the writer when recently travelling in southern Ohio.

Mr. Homsher and the editor called on the best prospect in town for a "Red Sentry" installation. He was the owner of a prosperous grocery store, apparently enterprising and up-to-date in every respect. When we reached there, about eight o'clock in the morning, he was sweeping the walk. When we started talking he listened attentively for perhaps a minute and then suddenly said:

"Yes, I know all about the Bowser proposition and I haven't time to listen any more this morning. This is pay day with the miners and I'll be busy all the time."

As he disappeared into the back room we tried to keep him and finally tried to make an appointment for later in the day. It was practically impossible, without physical violence, to get him to listen.

Now, what we would like to know is how some of you men would have handled the situation. Write the editor what you would have done under like circumstances and see if we cannot help some of the boys who run up against propositions of this kind by an exchange of ideas through the columns of the "Boomer."

Do it now—TODAY. It'll not take you long and it may be the means of helping many a co-worker over a difficult stile.

## THE MILL DIDN'T STOP

He got angry one day  
 And threatened to quit;  
 Didn't fancy the way  
 Things were going a bit,  
 And so, in a huff,  
 He resigned. It was meant for a bluff,  
 For the boy in his mind  
 Fondly fancied that they  
 Would beg him to stay,  
 But they stunned him and filled him with woe  
 When they failed to rebel against letting him go  
 Keenly bereft,  
 With a heart that was sore  
 And a weight on his mind  
 Such as never before  
 The day he resigned  
 Had come to oppress him, he left;  
 But the greatest and saddest shocks was to come,  
 For when he stole round on the following day  
 He was stricken dumb  
 To see that the mill was still grinding away,  
 Merrily humming its wonted song  
 As if nothing at all had ever gone wrong.

## YOUR JOB

If you really want the kind of a job,  
 Like the kind of a job you like,  
 You needn't slip your clothes in a grip  
 And start on a long, long hike.  
 You'll only find what you've left behind,  
 For there's nothing better, that's true.  
 It's a knock at yourself when you knock your job,  
 For it isn't your job, it's you.

*Real* jobs are not held by a man afraid  
 To start the sweat on his head.  
 If you're willing to work and never shirk  
 You can raise your job from the dead.  
 And if, while you're making your personal pile,  
 Bowser is making one, too,  
 Your job will show you are on the go.  
 It isn't your job, it's you.

(Signed) J. H. Robbins.

## Best Results From Thoroughness

An Address by Our Vermont Yankee, Mr. C. M. Carpenter, of Detroit, Before  
 the Bowser Efficiency Club, Tuesday Evening, February 23, 1915.

"One of the greatest problems that confronts the business world today is to find men fitted for promotion—men who have successfully done the work required of them and have shown by their ability, faithfulness, and loyalty that they are ready for advancement.



"So the pertinent question for us to ask ourselves is, 'How can we make the most of the position we now have?'—'How can we qualify for a better one?'"

"There is so much that we can do to fit ourselves for such promotion. One way is being thorough, this implies accuracy.

"Whatever our work may be, we should know the top and bottom, inside and out, cause and effect, and both ends of everything that we handle.

"So many think that they can slight their work, that if it is not well done, perfect in every small detail, who will know the difference, no one will thank us for being particular.

"Do we ever try to get the most money for the least work, and fail to realize that work not well done hurts ourselves; that it is just the same as stealing to slight a job and take the pay of work done right?"

## Faulty Work Hurts the Whole Structure

"Then our imperfect work often affects

others, as a faulty foundation of a building—no matter how perfect in architecture or design the rest of the building may be built, it may mean later the loss of the building and perhaps life itself.

"We should strive to do our work to the finish, first for the value it is to us, and second to others.

"For the man that works indifferently, does no more than he has to with his eyes on the clock, he may be tolerated but his place could be easily filled.

"But the man who puts his heart into the work, is earnest, enthusiastic, studies to get the best results in his daily work, will surely be encouraged and recognized. Perhaps not every time but his proficiency is sure to pay in the end.

"For it is the work that is done voluntarily, and more than duty calls for, that counts.

"So many seem to think that they have no opportunity. In fact there never were so many as at the present time.

"Opportunities are everywhere if we are only qualified.

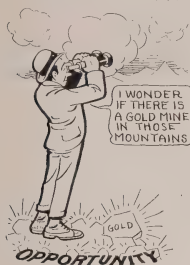
"Is the trouble because we are looking afar off instead of close at hand?"





### Our Present Job is a Gold Mine

"Are we making the best of the position we now hold, doing our level best, or are we thinking of the great success we could make if we only had some other position?"



"Perhaps we are like the man who sold the richest gold and silver mine in Nevada for \$42.00 to get money to pay his fare to other mines where he thought he could get rich.

"Then we should not be discouraged over failure, no matter how hard the work or what obstacles we meet with. We must push our way through and make these obstacles stepping stones to success.

"There is something inspiring in one who fails squarely after doing his very best, and who then enters the contest with undaunted courage and redoubled energy.

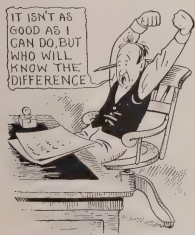
"When a little boy was asked how he learned to skate he replied, 'All I did was to get up every time I fell down, and go at it again.'

"It is constantly keeping at it that wins the prizes of life.

"We should all be eager to succeed. And while we may not have the ability of a Lincoln or Webster, we can at least try to fill our places worthily.

"We want to realize that we are a part of this great business army, and do our best, knowing that we are being tested, and should measure up to the highest possibilities of our being.

"The present day business methods make it possible for employers to better judge our qualifications than we ourselves. They know how our work fits in and harmonizes with that of others.



### Be Earnest—Be Sincere

"We must be earnest, adapt ourselves to conditions, love our work, always look for the good and not the bad, for we usually find what we are looking for in this world.

"A man said to a boat captain, who had run a boat successfully for several years, 'You must know every shoal and rock on these coasts.' 'No,' he replied, 'but I know where the deep water is. That was what he was most interested in.

"Let us learn to make the most possible out of what is given us. Study to improve ourselves as well as our work.

"So to make a success of our lives we should try to get the best results in everything that we do, knowing the quality we put into our work will determine the quality of our life.

"For the habit of insisting upon the best of which we are capable, of always demanding the highest, never accepting the lowest or second best, no matter how small the remuneration, will make all the difference between success and failure.

### In Conclusion

"Take the lesson to yourself, remember golden years are passing by, youth is passing too.

"Try to make the most of life, lose no honest way, All that you can call your own, lies in this today."

"Power, intellect, and wealth, may not, cannot last. The mill will never grind with the water that is past."

"Oh the wasted hours of life, that have flitted by, Oh the good we might have done, lost without a sigh, Take the lesson to yourself. Take, oh, hold it fast, The mill will never grind with the water that is past."

### FURTHER INFORMATION REGARDING MR. ROBERT GRANGER

Since writing our article for the last Boomer we have heard from Mr. George Granger, Mr. Robert Granger's older brother. We quote the following from his letter on the subject:

"On the 6th day of March I received news that Robert had been wounded in the East of France on March 1st, during an attack made by the French Infantry on a strongly fortified German position. There were many killed and wounded in this attack.

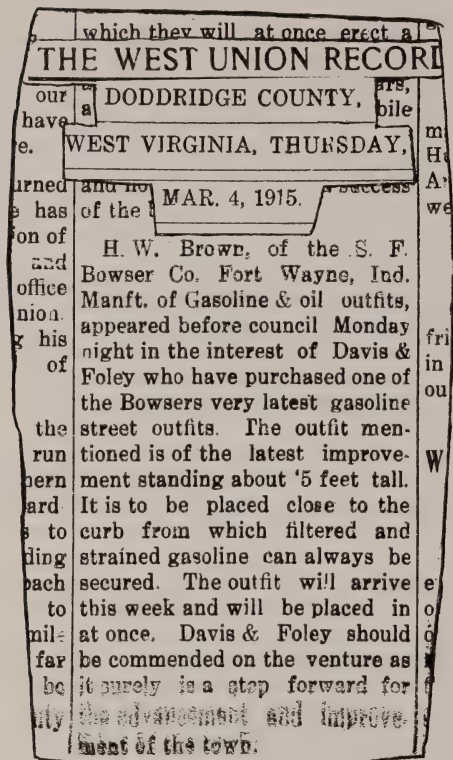
"Robert had his left arm broken by a bullet; however, he was able to walk to an ambulance on the battle field, and from that point was transported to railway station, and thence to a military hospital at Bourges, a very antique city in the center of France.

"While Robert shows marks of terrible hardships he has gone through, he seems to be progressing well. Since I saw him he has had a very strong attack of fever, which, so far, the military doctors are unable to diagnose. We are trying to have Robert transported from Bourges to a Paris hospital where he will have better attention. To do this, permission of the Minister of War is necessary."

"Bowser & Company were not forgotten in my visit to Robert, as I took him a copy of a recent issue of the Boomer. It was like a tonic—he enjoyed it very much and it did him a lot of good.

Jacques Vallet, draftsman connected with the Paris Office, who was sent to the front during the beginning of the war, died in a military hospital in the East of France, his death due to illness contracted during the time spent in the field."

## PERSONALS



Mr. M. F. McCulloch, of the Dallas District, has certainly been successful in his first two weeks' work with us. His first order amounting to \$235.00 has been closely followed by his second, third and fourth. We hope you keep it up right along, Mr. McCulloch.

\* \* \*

Mr. O. L. Lewis, of the St. Louis District, who began work about the middle of February has been showing some speed. His sales for the month of March, that have been recorded so far, amount to over \$1,200.00. Mr. Lewis is certainly to be congratulated on his fine showing.

\* \* \*

Mr. H. G. Leak, covering territory under the Atlanta Office, has proven that there is at least some business in the South. Anyway he sent in some orders. Mr. Leak just came with us the last of February.

\* \* \*

Mr. J. B. MacKinnon, who has had about four weeks so far in the Albany District, is beginning to show some speed, and we are looking forward to some good business from him.

Mr. J. A. Williams, working in the Dallas District since the latter part of February, has sent in some nice business. Evidently these Texas boys are not so near Mexico that they get "cold feet."

\* \* \*

Mr. C. B. Powers, now under the Ft. Wayne District, is a man we have not heard from so very much but we are looking for a fat envelope from him most any day. How about it, Mr. Powers?

\* \* \*

Mr. H. A. Folsom, who began with the Bowser grip in Harrisburg territory almost the last week in February, has come across with nearly \$1,000.00 worth of business which shows that he is there with the "big stick" when he once gets started.

\* \* \*

Mr. F. L. Kellogg is one of St. Louis' new men who has sent in nearly \$1,000.00 worth of business during his first month. Good work.

\* \* \*

Mr. R. S. Moore started with the Bowser grip under the Washington Office the later part of February. Since that time we have heard no more from Mr. Moore. No more of that, Mr. Moore, we want to hear a little more from you. Send in some more orders. There is nothing more that we would wish to ask of you.

\* \* \*

Our genial Dallas Manager, W. M. Mann, has been running around his territory like an old hen trying to cover fifteen eggs. He's some wise old bird, however, and we expect he'll accomplish it.

He said that when he visited Mr. J. Milton Tucker, Mr. Tucker introduced him to genuine Southern hospitality. He made him acquainted with a number of good dry cleaning prospects which they worked together.

One of these prospects drove these two gentlemen around Galveston. The following are Mr. Mann's own words:

"He showed us the great sea wall in Galveston and elaborated greatly in his description of the Galvez Hotel. Of course, a country boy like myself, I could not realize the magnitude of such an institution without seeing it and in riding down to the place, of course I was all expectant in seeing the great place. The first building that loomed up along the Gulf was the negro bathhouse on which I focused my gaze and inquired if that was the Galvez Hotel. Tucker laughed and continued to laugh."

\* \* \*

Salesman E. P. Walker, of the Dallas District, has imbibed from the Fountain of Youth. He just secured his two thousand one hundred and seventy-third order. They tell us "E. P." is looking fine and will certainly be a Pacemaker as he is going that gait fast.

\* \* \*

Salesman J. C. White, of the Dallas District, is creating quite a furor at the Dallas Office, having secured 65 points the first half of March.

\* \* \*

Salesman R. D. Eckerberger, the Arkansas Traveler for the Dallas District, is certainly getting the "biz." His good work is only exceeded by the good results.

Salesman E. E. Lowe, of the Dallas District, has been laid low with a severe cold. That's why his record is a little low.

"Lo, "E. E." Hope you'll be up and out shortly.

\* \* \*

Salesman W. W. Ince, of the Dallas District, is some peeved these days. His prospective customers hold back their signature too long to please "Bill."

\* \* \*

Salesman P. B. Green, of the Dallas District, is out again on his territory. Some of the other salesmen are going to scratch gravel to keep up with him.

\* \* \*

Senator T. L. Smith, of the Dallas District, shows a promise of entering the Club on or about July 1st. We always knew the Smiths could render a good account of themselves.

\* \* \*

Salesman W. C. Sutton, of the St. Louis District, while making a trip to Jefferson City, was met at the depot by Warden D. C. McCluney, of the State Penitentiary, and driven at once to this institution. Later in the day he was pardoned and given his release, provided the Company would ship a 9-Bbl. Cut 41, all complete, without delay.

\* \* \*

Harrisburg Office objects to Washington's claim of having the youngest salesman in the Bowser force. They say that their Mr. C. H. Seipp, who secured his early training under Warrior Hessemueller, of Pittsburgh, is just twenty-one years of age. His training must have been exceptionally good as he recently closed a thirty point order.

\* \* \*

Salesman K. F. Hessemueller, of the Harrisburg District, is busy building a home. We hope he will build it Pacemaker style as we cannot afford to keep him out of the club.

\* \* \*

Just watch Salesman M. A. De Souza, of the Harrisburg District, saw wood. He has over 100 points to his credit at this time.

\* \* \*

Salesman R. D. Leonard, of the Harrisburg District, the man who put Washington County on the Bowser map, has started with a grim determination for an Officership in the Club for 1915. It looks from his record as if he would make good.

\* \* \*

Salesman G. W. Decker is a new recruit to the Harrisburg Mill-workers. He promises to cut some wood this year.

\* \* \*

Salesman H. A. Folsom, of the Harrisburg District, has secured 50 points in the Pacemaker Contest the first thirty days he has been with us.

\* \* \*

They say that Salesman A. G. Hartgen, of the Harrisburg District, has set his aim for an Officership in the Club. Inasmuch as he is a three time Pacemaker some of you aspirants had better sit up and take notice.

\* \* \*

Manager C. C. Barnett, of the Denver District, is endeavoring to secure a strangle hold on the Junior Cup. Read what he wrote the editor under date of March 16th:

"There is one thing I would like to remind you of, which you appear to have forgotten and

this gives me an opportunity to remind you of it, and that is that Denver is right in the Race and I hope you will not get the fatal idea that we have no chance. I don't want my good friend Dorsch to eat too much crow, but all I can say, is: Look Out!"

\* \* \*

Mr. W. S. Stoner, of the Washington District, has discovered the "Jitney" bus, as his order No. 233-A calls for a 2-Bbl. 14 gauge, Cut 241 for the Jitney Association in Richmond, Va.

As this class of transportation becomes more popular, we can look for a great deal of business from this source, on Bowser storage equipment.

\* \* \*

The following quotation taken from a letter of L. W. Cheney, of the Ft. Wayne District, is self-explanatory:

"I sincerely hope I will be fortunate to secure business enough, in time to land one of the offices. I am straining every nerve. Sold a Cut 102 at 5 P. M. yesterday (Saturday). It pays to work Saturdays."

\* \* \*

Salesman S. W. Tilby, of the Atlanta District, became one of Dixie's "Bond Holders" on March 9th, when he sold a 5-Bbl. Cut 41 complete, F. C. W. O. It's Today and not Manana with Messrs. Tilby and Fite.

## CARBOLIC ACID FOR FACE LOTION

CHICAGO TRAVELING MAN IS SERIOUSLY BURNED.

HURRYING THROUGH WITH  
HIS SHAVE AT HOTEL

Osey Austin Picks up Wrong Bottle  
and is Seriously Burned Saturday  
When He Uses Carbolic  
Acid After Shaving.

To be enjoying a morning shave and to be suddenly plunged into a miniature inferno is an experience that few care to pass through. Osey Austin, a traveling man of Chicago, had such an experience Saturday morning and came away with a badly burned face.

Austin, who registered at Hotel Hoist, had risen rather late Saturday morning and was hurrying through his shave in order that he might eat breakfast and catch a train. In reaching for his face lotion he got hold of the wrong bottle and consequently washed his face with carbolic acid. His face was burned very badly but luckily none of the acid got into his eyes. First aid remedies were applied and it is thought that beyond an extreme redness for sometime there will be no marks.

Now this? Bad colds, nervous, grip etc. don't count up at Chicago. Had to hold off carbolic acid after shaving.



The man who whispers down a well  
 About the goods he has to sell  
 Won't reap the gleaming golden dollars  
 Like one who climbs a tree and hollars.  
 (Signed) H. W. BROWN,  
 Atlanta Dist. Mgr.

\* \* \*

We have a Summary of Daily Reports from Mr. F. M. Baker, of the Chicago District for March 6th. This Summary shows one call made, one sale, \$209.00. Remarks: "I stayed with him all day Saturday but I got him."

Mr. Baker is practically a new man in the Chicago District but reports of this kind show that he is a "stayer," at least a good evidence of coming success. It is just such bulldog determination that wins many times when the other fellow is throwing up his hands and quitting.

\* \* \*

Mr. R. W. Potts says:

"A 'Red Sentry' is a letter of introduction, placing on a mutual basis, the buyer and the 'shyer' of ordinary gasolene."

\* \* \*

We expect to show in a coming issue of the Boomer a good photograph of our installation in the largest garage South of New York City. This garage is thoroughly Bowserized. It has space for storing 1500 cars.

\* \* \*

Mr. T. S. Russell, who has taken up work under the Washington District, has demonstrated his ability to handle the line in closing two nice store orders the second day on the territory. Mr. Russell is a hard and conscientious worker and if he can keep this record up we will look forward to having him among the Washington bunch of Pacemakers.

\* \* \*

Mr. Alsobrook, of the Louisville District, who entered our employ the first of January, is Bowserizing his field and advises us that he gets the business by working some days from 5:30 A. M. to 7:30 P. M. He is sure some man on the job.

\* \* \*

On the second page of the "Kane County News," a little paper published at Kanab, Utah, there is a headline clear across the three columns reading:

SAY, FELLOWS, DON'T FORGET  
 THAT KANE COUNTY HAS THREE  
 BOWSERS.

\* \* \*

Mr. Paul Krumm recently took a unique order, selling a Harness Shop a 5-Bbl. Cut 241, complete. This crumb almost makes a loaf.

\* \* \*

Mr. W. R. Hance, District Manager of the Toronto Office, advises that the rapidly growing "Jitney" business in Western Canada is going to start Filling Stations in unexpected places all over the country. Mr. Hance expects his salesmen in the West to sell quite a number of "Chief Sentry" Outfits during the next three months.

Mr. Hance notices a very decided improvement in Canadian business. This improvement seems to be general all over his territory and there are growing indications that the Toronto District will soon be able to claim its rightful place in the Cup Race with the other Offices.

One gratifying feature in connection with the improvement in Canadian business is the fine work that is being done by the new salesmen. Mr. Hance particularly mentions in this connection, Messrs. A. A. Atkinson and C. H. Knodell in the Maritime Prov-

inces, Mr. D. MacGillvray in the Province of Quebec, and Mr. H. O. Cuddie in Southern Saskatchewan.

We hope that we may have the pleasure of enrolling these new members to the roster of the Pacemakers' Club long before the end of the year.

\* \* \*

Mr. A. W. Dorsch, Superintendent of the Washington District, has blood in his eye this year. He is determined to have two Officers in the Pacemakers' Club or know the reason why.

"Gus" evidently has his district lined up and is steadily settling down to his "order-a-day" winning gait.

All you other Junior Officers take notice and be governed accordingly.

\* \* \*

Salesman G. P. Stovall, of the Washington District, is making a wonderful record this year and is out for one of the Officerships in the Club. Nine orders from him in one mail, practically all of which was store business, is evidence enough of the determination with which he is working. This is salesmanship of the highest degree.

\* \* \*

Salesman H. J. Downing, of the Washington District, has taken up work on the Eastern Shore of Maryland. Mr. Downing is a brother of Mr. H. W. Downing who formerly made a success of our lines in adjoining territory. We are expecting "H. J." to accomplish as much or more than his brother.

\* \* \*

Mr. J. B. Neely, of the Louisville District, has been confined to his bed with acute indigestion, but expects to be out in the next few days.

\* \* \*

Mr. Max Heintze, of the Louisville District, drops in the office once in a while with an order or two. Recently he surprised his Chief, Superintendent Gallmeyer, with a little gift of a 5-Bbl. Cut 102 "Chief Sentry" order, totaling more than 15 points.

\* \* \*

Mr. R. W. Potts, our genial salesman in the Ft. Wayne District, wrote a little note accompanying one of his orders, explaining why it seemed to be written in two different handwritings.

"R. W." writes sometimes with his left hand and quite frequently when he is writing up an order the customer remarks about how awkward it looks, etc., when he laughingly takes his pencil in the other hand and finishes the order. Mr. Potts says this almost invariably puts the purchaser in a good humor and he usually signs up without further delay. He also says it got him several nice orders last month. Our candid opinion is that "R. W." will some day be a "J. Rufus Wallingford-Morgan-Gugenheim," etc., etc.

\* \* \*

Mr. Fred L. Kellogg, of the St. Louis District, believes in imbibing all the good he can find that will benefit him in his life's work. Recently he sent us a clipping, the following of which is a copy:

#### UNCONQUERABLE

The habit of never being whipped, of always keeping up the fight—that is the quality of the great leader. The man who never admits defeat is the man the world has to take into account. Time and again the foe he is fighting may think they have him down. But before they know it he is on his feet sounding the advance.

Such a man molds events. He helps create the new heavens and the new earth of the prophet's vision.

A mighty force of the universe is the unconquerable soul!

Superintendent Gallmeyer has a thing or two up his sleeve and we understand that he has trained several live ones who are going out onto the "firing line" about the first of April. He expects then to give all the Junior Offices a run for their money. Business is looking up in Kentucky and he invites us to keep our "weather eye" on Louisville.

Ernie, you haven't given us your new slogan. We're still waiting for it.

\* \* \*

You can't keep a good man down. In our last issue we reproduced a clipping regarding Mr. J. W. Lea, of the Washington District, and his automobile accident. His right arm and collar bone are broken and therefore he is unable to write. However, Mrs. Lea is filling out the orders and his prospects are coming to see him at the hospital where he is closing them.

Some business, believe us.

\* \* \*

Mr. Deniver Moore, Louisville's hustler, paid the Boomer Office a visit on March 17th. This was Mr. Moore's first trip to the factory. While here he expressed himself as feeling he had received a goodly amount of inspiration which was going to help him

when he got back on the territory. Just to prove that he was right he has already sent in close to \$2,000.00 worth of business since he went back to his territory.

Say, Mr. Moore, there is some business in "Old Kentuck" the way it looks. Keep it up and remember we are expecting you here in January.

\* \* \*

Mr. C. R. Eggleston says he is out for a record, and we believe he is going to get it. Saturday, the 27th, he sold three curb outfits, all of 10 barrel size, two of them with light attachment and "Sentry" hose F. C. W. O. Curb outfits on three successive Saturdays, too.

\* \* \*

Summary of Daily Report from Mr. F. H. Richardson on the 18th, shows two calls, one sale, and on the 20th three calls, three sales, amounting to almost \$1,000.00. Under "Remarks" Mr. Richardson says:

"Missed last train for home. Have to drive twelve miles to get home tonight. I should worry."

Well, who wouldn't worry. "Ish-Ka-Bibble."

## OUR MR. A. E. MOFFATT OF CANADA

**Mr. Moffatt is an Enthusiastic Bowser Salesman as is Evidenced by Noting the Way He Has Equipped His Car**

It is hardly necessary for us to say much of anything in introducing Salesman A. E. Moffatt, of the Toronto District.

Coming with S. F. Bowser & Company on August 1st, 1906, he was one of the very first men to enter our employ at the time the Toronto Office was opened. He has been a continuous and consistent producer, being a prize-winner every year, and since the organization of the Pacemakers' Club, been a Director twice and a Member once.

Last year, in spite of the catastrophe that overtook his family and other conditions such as the war, etc., he forged his way to the front and became a Pacemaker. This year he is starting out with the same determination to succeed. The interest he takes in his work is the same sort of interest that Mr. Hance has in promoting the welfare of S. F. Bowser & Company in Canada.



Mr. A. E. Moffatt and his Bowserized Roadster.

Note the Bowser trade-mark on the radiator of his car, and the Cut 41 pump on the cowl-dash. Mr. Moffatt evidently wants the world to know with whom and for whom he is working.

Congratulations, Mr. Moffatt, on this evidence of loyalty on your part.

## THE "JITNEY" BUS.

Possibilities of Development of the Commercial Auto and What It Will Mean to Bowser Salesmen by Salesman W. E. Tousley of the St. Louis District.

The following prophecy regarding the development of the "Jitney Bus" sounds like a pipe dream to some of our salesmen, but the three orders for "Red Sentry" outfits I have secured through it look very real to say the least. Consequently I thought perhaps some of the organization might like to hear what it sounds like, even if it does serve a new departure.



Here in Western Missouri the "Jitney Bus" ("Jitney" meaning a nickel) has taken hold of the public imagination like a prairie fire in Kansas, and the "Jitneys" have been doing a thriving business for two weeks. The cleverness of the idea itself, like every other great conception, lies in its true economic value. It has given profitable employment to dozens of men in this one town alone. It furnishes the public with a quick, flexible and reliable means of transportation, minus the exasperating delays of the one-route-only, stop-at-every-corner service of the trolley cars. It furnishes the same possibilities in the smaller towns that could not support a trolley system at all.

It has brought to service old discarded autos which are really no longer fit for use as pleasure cars, given an extra amount of work to repair shops in overhauling them and putting them into running order, and this feature of the business is just starting.

In the small towns of three or four thousand inhabitants it will enable the garage owner to buy and overhaul the old wornout cars which are found littering up the end of each garage, and permit him to put them to profitable use, earning an income of better than six dollars a day on each of such cars.



TOUSLEY HOPES TO MAKE THE OZARKS BLOOM LIKE A NURSERY

It is only a question of weeks, in my mind at least, until some of the enterprising car owners will begin to see the possibilities of interurban service at practically the same rates that railroads now charge. Such service will bring forth an insistent DEMAND for universal good roads, and such demands from the

public will inevitably bring the good roads, with a corresponding increase of pleasure cars, and the common use of truck by farmers for their hauling.

Do you begin to get the scope of the dream? Does it sound wild and improbable? Doesn't it really look as if we were on the threshold of the biggest evolution in transportation ever known in history? It does seem so to me, and further it seems to me that the automobile industry is just now in its swaddling clothes; that its development in the next two years will exceed that of the past twenty.

This dream listened good to three merchants here in the Ozark hill country anyhow. After looking at it a little they decided to be ready for the business if it does come, and all bought "Red Sentries." On the strength of it I hope to make this same Ozark Hill country bloom like a nursery of "Red Sentries"—to make two grow where one never grew before.

## RURAL "JITNEYS" CONNECT TOWNS NEAR KANSAS CITY

Auto Services Between Cities Pay in Missouri and Kansas Counties.

KANSAS CITY, Mo., March 13—Scarcely a town within a radius of 100 miles of Kansas City hasn't a "jitney" service, but the big boom has been in interurban auto lines, between towns which have no direct railroad connection.

In several cases these rural "jitney" lines link three or four towns, making from one to three round trips a day on regular schedule. Mostly, however, the present lines connect only two towns and as a rule the fare is a little less than the railroad fare would be for the same distance. The "Jitney" drivers find that they can make more money out of filled cars at low fares than a few passengers at higher fare, and that there is considerable "way" business to be picked up along the road, at from 5 to 25 cents, according to distance.

In several cases lines started with small five-passenger cars have resolved themselves into scheduled services with busses mounted on heavy chassis.

## AN ENLIGHTENING LETTER ON THE SUBJECT

Springfield, Mo., March 14, 1915.

Mr. Geo. A. Townsend,

Editor Boomer.

Dear Sir:

In regard to the article on the growth of the "Jitney" Bus, and its possibilities of expansion



in the future to interurban service, etc., which I submitted to you over a month ago, I wish to call your attention to the enclosed clipping. Also to the fact that the South-west Mo. Inter-Urban R. R. has ordered four big 16 passenger

trucks, to be used exclusively in inter city service. These trucks go into service April 1.

I am,

Sincerely yours,

(Signed) W. E. TOUSLEY.

## Procuring "Full Cash with Order"

This phase of the selling end of the business was brought up by Mr. Bechtel during the last session of the Convention.

Mr. C. B. Evans, of the St. Louis District, being requested to give his method of procuring "F. C. W. O.," spoke as follows:

"As a rule, I do not wait until the order is signed before giving out special terms (5% discount) for full cash with order. After the preliminaries attending the demonstration and sale have been finished, the customer usually asks for terms. I then outline our different terms, beginning with 30 days, and then mentioning that we, in some cases, extend longer time, if absolutely necessary. I further advise him that we have a special discount for wise buying merchants, who believe in making their money earn something for them, saying, that if they have money in the bank it is undoubtedly not drawing more than 3% per annum, whereas, if they will take advantage of our special cash with order discount, it will prove the most profitable investment they can make.

To gain their full confidence, I then go into details. As all Bowser Salesmen know, the average merchant usually looks with suspicion on this form of contract and in nine cases out of ten, it is the cause of a strong protest in the customer's part against paying money for merchandise or fixtures before he receives them. And let me say right here, that this is the vital and dangerous moment for the salesman, and he must handle it with care and tact, and as I said before, it is for this reason that I go into details.

I explain to the merchant that Bowser & Company is a big institution, with a large payroll at the factory, with Branch Offices in the principal cities of the United States and Canada as well as foreign countries, and have approximately 500 salesmen on the road.

This naturally calls for a vast amount of money to operate the business, which at times, necessitates our borrowing money from banks, for which we pay on an average of 5% interest. One of the officers of the company, in making

an analysis of the business, discovered that we were paying a considerable sum of money every year for interest, and after giving this matter thought, realized that if the money we were paying to the banks could be turned into a cash discount to the buying public, it would appeal to the wise merchant with cash, mutually benefitting the company as well as the merchant, inasmuch as it would allow the latter to buy Bowser outfits cheaper and in turn give the company a large proportion of the money they found necessary to borrow every year.

Right here, I state with emphasis and dignity, that Bowser & Company have been in business thirty years and that their guarantee is as good and valid the moment after order is signed, as it is in 30 days or one year thereafter, so that the merchant is fully protected and need have no fear in paying full cash with order. Further, it is the most gilt-edged investment he can make, for ordinarily he would pay his bill in 30 days and as we give 5% discount for full cash with order, it is really 5% for 30 days, which amounts to 60% return on his money per year.

Right at this point, if the salesman has any orders on which he has collected full cash, it is the psychological moment to show them to the merchant, explaining to him that we have met with great success with this form of contract, and this evidence that other merchants have taken advantage of the 5% discount contract usually dispels any suspicion or doubt on the part of merchant and results in Full Cash With Order.

### ANOTHER METHOD

Mr. K. F. Hessenmueller next spoke on this interesting topic. He said in part:

"In regard to cash with the order, I first start several arguments, such as, less cost for the Collection Department and interest that we usually pay on borrowed money and all these different items necessitate an additional cost on the tank and the cash with the order eliminates a great many of these charges. Therefore, we would be able to give this 5% for cash, which we would have to pay



C. B. EVANS

NOW, I WANT IT DELIVERED  
RIGHT AWAY

THAT IS  
THE TIME  
TO GET  
CASH WITH THE  
ORDER



Mr. K. F.  
Hessenmueller

out at any rate, so we figured we might as well give the customer the benefit.

"These arguments work very nicely in a great many cases, but I found a great many people who did not care very much about what it cost us and what it did not, and could not see why they should pay for the cost of collection of other accounts that were not rated as high as they were.

"The way I go at it now—I find that it sometimes takes a long time to sell a man. You have to make numerous calls and eventually you have the prospect at a point of buying. He is never in a hurry for the tank until he has his name on the dotted line. Probably you have been a year trying to sell him, but when he gets his name on the dotted line he wants it quick—he wants it rushed—and that is the time to get cash with the order.

"I simply say then:

"Now Mr. Jones, I know that your credit is as good as gold and I see you are doing a nice business and from personal observation I would sell you anything we have but the House does not know it. They have to look up your rating, making inquiries, etc., which naturally necessitates the delay in the shipping of the goods. You expect to pay for this outfit within ten or thirty days and to eliminate all delay in looking up your credit, etc., we will give you a receipt in full for this order, less 5% for cash. You give me a check for 95% of



THE AVERAGE MERCHANT LOOKS UPON IT WITH SUSPICION

the face of this order and I will attach it to the order and send it to the House. Just as soon as the order arrives, as it is paid for, the Order Department immediately sends it to the Shipping Department. While other matters are being held up for credit ratings, etc., your outfit gets on its way and you get the outfit in half the time and save the cost of freight, cartage and very frequently installation by taking the advantage of this 5%.

"The first thing he will usually say is:

Shall I make this check out to you, or the Company.

"Tell him to make it out to the S. F. Bowser & Company, Inc. as you have nothing to do with the Collection whatever, but merely give him the advantage of saving 5% and get his goods very promptly. He makes out the check and you pin it to the order blank, thanking him very profusely and proceed to call on the next prospect."

## WHAT OUR MR. J. P. O'NEILL HAS TO SAY ON THE SUBJECT



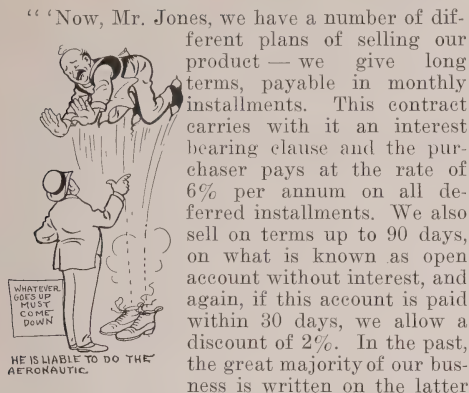
J. P. O'Neill

"The C. W. O. 5% discount is, I claim, a dangerous proposition to present unless you are a good judge of human nature. I have no doubt that a considerable number of orders are withheld on account of the purchaser's antipathy for paying for something before he sees it, etc. Again, it quite often happens that this business is lost to some imitator because the P. P. feels that we are oppressive in the conducting of our business and is only too glad to prove his ability to purchase elsewhere at what he considers just terms.

"In view of these fundamentals I am positive that there are two points all salesmen should have in their favor before attempting to present the C. W. O. and 5% discount. Undoubtedly, the greatest asset any salesman can have is to be able to read his fellowman; to possess the ability to draw from him the secrets of his mind, his real feeling, and thereby to learn the limits of his determination. As you undoubtedly have experienced, there are plenty of men who, when they once have said 'No,' consider it a weakness to change that 'No,' even though you do appeal to their better Judgment.

"In this the first important step connected with the C. W. O. offer, the judge of human nature has an immense advantage over the man who is unscientific and practices the 'unthinking' method of Salesmanship. I believe that to be successful in the handling of these terms, it is necessary that we know, at least to some extent, the mental attitude of the man to whom we are presenting it. This art of reading human nature cannot be taught; it comes only through constant practice and the exercise of the faculties of judgment.

"Now, suppose with the P. P., whom we will call Jones, we decide we have, at least an even chance on closing him on an order for full cash in advance. It is well for us to realize that when he learns that you are asking for a full payment of your equipment before he even sees what he has bought, he is liable to do the 'Aeronautic.' As you know, 'whatever goes up must come down,' so it is well to have an abundance of reasonable, sensible and mind-appealing arguments with which to catch them on the rebound. One of the most successful I have ever used is given something as follows:



different plans of selling our product — we give long terms, payable in monthly installments. This contract carries with it an interest bearing clause and the purchaser pays at the rate of 6% per annum on all deferred installments. We also sell on terms up to 90 days, on what is known as open account without interest, and again, if this account is paid within 30 days, we allow a discount of 2%. In the past, the great majority of our business is written on the latter basis. A short time since our sales force prevailed on the management to devise some plan whereby our patrons could, if they desired, derive some financial benefit from the moneys we were then paying as interest on loans to the various banks. The outcome of this has been our 5% discount to the trade where check is attached to the order; (never say cash in advance, etc.). Thus, you will see, Mr. Jones, that you are simply loaning us the money at a very high rate of interest that we have heretofore secured from other sources.

“As a matter of fact, in the past where our customers did avail themselves of our 2% discount, they very rarely had time to test or use the equipment long enough to be positive it was free from defects. As in most all commercial transactions of today, the purchase had its birth in Confidence. Our customers knew the reputation of the company with whom they were doing business and had full confidence that any human error that may have crept into the business would be adjusted to the satisfaction of all concerned. After all is said and done, Mr. Jones, it is the Confidence between business men that keeps the wheels of commerce turning.

“Our contracts have printed on them our guarantee that the outfit will work perfect for a term of one year. This guarantee is backed by one of the most honorable men alive today, as well as by millions of hard American dollars. Again, the men who make and pack your equipment have no knowledge whether your bill has been paid or not. You get the best money can produce, whether you buy on terms or pay in cash.

“Then another point, Mr. Jones, we, like all large buyers and manufacturers, are compelled to borrow heavily from time to time in order that we may avail ourselves of the opportunity

an advantageous market offers. This money you know costs us at least 6%, and from that on up. In addition to this, we have the expensive clerical work of carrying the account of both yourself and the bank, so this plan is worth considerable to us in dollars and cents and the transaction also pays you a surprisingly large rate of interest.

“Your outfit will undoubtedly be here at your place ready for installation, in five or six days. However, if it did take thirty days to reach you, your money would then be earning you at the rate of 60% per annum, or if you are a discounteer, we would be granting you at the rate of 36% per annum in excess of our old 2% terms. At the very outside you cannot figure, Mr. Jones, on being out the use of your money for a longer period of thirty days. A mighty good interest bearing investment with security that is as sound as Government bonds.”

## HOW OUR MR. E. E. LOWE TURNS THE TRICK

“In order to secure full cash with the order, one thing is essential; that is, the buyer must have the cash. Therefore, I always endeavor to learn something regarding the financial condition of the prospect before calling on him. If unable to do so, I size up my man during demonstration.



E. E. Lowe

“However, the first and last word is Confidence—confidence in your line and confidence of the buyer. If he has been thoroughly sold, why should he object to paying cash with order when he saves money by doing so? I recall in a number of instances where I made F. C. W. O. sales, I went about it as follows:

“I took my time and made a thorough demonstration, never saying a word about price or terms until he asked me what it cost. I would then tell him, ‘It will cost you \$——, F. O. B. Fort Wayne, Indiana.’ I have my order book ready and he will probably say, ‘I guess we will have to have it.’ I will go ahead writing the order. If he asks terms I will say, without looking up, 2% 10 days, 30 days net.

“About this time he has said, ‘Now are you sure you are giving me the best price?’ I look up from my order book, squarely into his eyes, and say, ‘Yes, sir.’ Then a slight hesitation on my part and I will say, ‘I can give you a better price in this way: Write a check for the amount of this order in full, less 5%, and I will send it with the order.’ He may say, ‘I don’t pay for anything until I see it.’”



"Very well, Mr. Buyer, you don't have to. We will ship this outfit and as many more as you may want, and you can examine them and then remit at the end of thirty days. To tell you the truth, S. F. Bowser & Company would rather you did not take 5% discount as they know that a concern like yours will remit when due. This discount was designed for the benefit of the fellow who is perfectly good, but who is in the habit of taking 60, 90 or even 120 days' time after his bills become due."



BUT CONFIDENCE WILL GET THE F-C-W-C

"If I had the man's confidence when I sold him, he does not hesitate as he realizes he is saving money by taking the discount, as well as by buying a Bowser."

"This evening, in the lobby of the hotel, I met Mr. Bushner, Manager of one of the largest

saw mills in Arkansas. In 1913 I was fortunate enough to sell him about 15 point C. W. O. I asked him how and why he paid me C. W. O. His answer was about as follows:

"Lowe, if I could get four men to sell lumber for me who would talk and believe in my lumber as you believe in Bowser tanks, I would pay them any salary."

He said:

"Do you remember when you asked me for cheek in full how I 'cussed' you? Well, you looked me square in the eye and said, You don't have to pay cash if you don't want to, but in order to secure this discount you WILL have to give me cheek in full with order, and I believed you."

"So you will see it was Confidence, and by having confidence in my line I inspired his confidence, and believe me, Mr. C. P. Bushner of Freeman Smith Lumber Co., Millville, Ark., has the name of being a 'hard nut to crack.'"

## Practical Sales Arguments

### A Few Pertinent Sales Talks by One Who Knows—An Interview with a Vermont Yankee Special Salesman

Just before Christmas the door of our office was opened and the whole place radiated with the sunny smile of a Vermont Yankee who was up to the first of the year special salesman for the Store and Garage sales. He only spent about ten minutes with us, but in that short time he gave out more information, sales talk and experience than the average



man relates in a two hours' visit. He has the ability to concentrate, and this, combined with his optimistic, enthusiastic, sunny disposition, accounts for his wonderful success.

This Special Salesman claims that if any salesman will "study his line" he cannot help but sell it. He finds that the majority of men applying to him for territory are of the opinion that just because they see Bowser Pumps everywhere, that they can sell them. He says they fail to realize that every Bowser Outfit represents the highest kind of Salesmanship and is not the result of "order-takers." Therefore, his remark that a salesman, in order to succeed with the line has to be a student—he must know what the equipment will do and how it

can best be applied. He then must brush up his sales arguments, make new comparisons, cultivate observation and learn to "think on his feet."

This Yankee is of the type of man that thinks more of getting a good, clean piece of business closed than he does of the money that is involved in the transaction. In other words, he bears out our contention that to be a success in any line "you must be in love with your work."

#### A Call at a Cheese Factory.

One day last February, while he was breaking in a new man, they started on an eleven-mile drive to a prospect located in a little town in Northern Wisconsin. They hired fur coats and caps, and a livery sleigh with driver and started out.

They had driven probably five miles of their trip when our Special Salesman saw a cheese factory along side of the road. Back of it was a shed that he thought looked very much like a garage. He turned to the driver and told him to pull in there. The new salesman objected very seriously to this procedure as he said, turning to our Special Salesman:

"What's the use of driving in here? This isn't any prospect and we want to get back to town tonight."

"We'll turn in just the same and count this as our first call," replied our representative.

Entering the factory they found the proprietor loading boxes of cheeses on a sleigh to take to town. Upon inquiry our Special Salesman found that he had a Ford car and kept his gasoline in an above-ground faucet tank which had been presented to him by the Oil Company.

He didn't waste any time in getting down to business. The prospect admitted all his arguments were good and after consultation with his wife, who lived upstairs above the factory, decided that they could not afford to buy. They had just purchased a new boiler and had made several other improvements and did not feel like going into any further expense.

"Now, with your permission, I'd like to talk with your wife and explain to her just what the equipment is like," said our representative as he went to the stairs and started up.

He went all over the proposition with the prospect's wife, who admitted that it would be a good thing, but with a contented little smile kept on rocking and said that "they would not purchase now."

"I appreciate your viewpoint, madam, and will not detain you longer," said our Special Salesman, as he started to button his coat and leave. "However, I want to say one thing more. I noticed as I came in here that you had lightning rods on your house. What are they for?"

"Why—to protect us from lightning," replied the prospect's wife.

"Just so," he continued, "here you have paid fifty-five or sixty dollars for protection against

the elements that probably jeopardize your property two or three times in a year. Yet you and your husband will lie down here every night and calmly sleep with that sixty-five gallon tank of gasoline within fifteen feet of your bedroom window, jeopardizing your

life and property every minute. You know, madam, that gasoline under certain conditions, is more dangerous than dynamite. Now wouldn't it be a sense of comfort to you to know that this danger was removed?"

By this time the lady's face was serious and after a moment's hesitation she called down to her husband to step up.

It is needless to say that he left with an order for 116-A. The entire time of the stop was less than a half hour.

## A Call at a Restaurant.

At another time the same salesman drove into a small town with a new salesman with the object of working it. The first thing he saw were three stores in a row all advertising "gasoline for sale," but without any underground storage. Across the street was a neat, attractive restaurant, and as it was about meal time they went there for dinner.

He engaged the proprietor and his wife in conversation while waiting for their meal and advocated their putting in a "Red Sentry" Outfit in front of their place of business. They objected on account of the stores across the street all selling gasoline, although they admitted the value of all his arguments.

He finally got the two together and presented this closing argument

"Just because those three stores over there are selling gasoline is no argument against your putting in the equipment. Mental suggestion has more to do with our life than many will care to admit.

"For example: You and your family leave here, we'll say, to go down town, and you pass a soda fountain. The thought is suggested, if it is a hot, uncomfortable night, 'Why not have a soda—it will cool us off.'

Again you will go down and the sign 'lemonade' strikes your eye. This is always appealing in hot weather and you go in. Now, supposing the man keeps the lemonade in an open crock alongside of the counter, ladies it out with a dipper that has been used for everyone, the flies are circling about and particles of dust settling in it. You pay your nickel and give your baby a drink of this lemonade.

"Again, supposing right across the street is an attractive place like your restaurant, where you can go in and sit down, get your lemonade from a clean glass served by a woman with a clean apron and everything neat about her, and you pay your nickel. Which do you think will get your trade—the first or the last place?"

"Now, take your own situation here. An automobilist drives up across the street—a storm is coming on and he wants five gallons of gasoline. The proprietor goes to the back shed, gets it, comes down the alley and the autoist sees the wind blowing particles of dust and grit into the can. Every one is more or less nervous, a good deal of gasoline is poured into the car, probably onto the clothes of the occupants of the car, and the whole transaction is unsatisfactory from the start. Isn't it a fair presumption to think that the autoist would



"AND YET YOU CALMLY SLEEP WITH SIXTYFIVE GALLONS OF GASOLINE WITHIN FIFTEEN FEET OF BEDROOM WINDOW"



drive to your place to get his gasoline from the "Red Sentry" rather than be subjected to these inconveniences?"

### Would Have to Consult His Father-in-law.

The result of these arguments was that the proprietor and his wife said they would buy, but his father-in-law, who was backing them, would have to give his consent, and as he was sick he would have to be seen on the next trip.

Our representative said: "Now, I'll not take up more than a minute or two of his time, and we'll see him at once because I have to get back to Chicago and take this order with me."

Now he had only been in the restaurant two hours, but in that short time had won their confidence to such an extent that the man took him to his father-in-law, a half mile away. He got the order.

### Dorothy's Little Red Coat.

He related another good argument that he has used very effectively in selling a merchant Kerosene Equipment. It is more or less of a personal experience that each one of us may remember having gone through with when children.

IT DOESN'T MATTER.  
WHAT THAT TANK COST  
THE COMPANY TO MAKE



"Between 5 and 6 o'clock in the evening is your busiest time. Every other family in the neighborhood has forgotten something and rush in to supply the evening wants. Not infrequently the mother finds the oil has run low and calling Dor-

othy to her, sends her for a gallon of kerosene.

"Now, Dorothy comes into your place of business, hands to you the kerosene can and in the rush you have got to hurry to fill it. It is dark and you don't dare light a lamp or a candle, so you must fill the can under the worst possible conditions.

You go out, fill your measure, put the funnel into the can and pour it in, all by 'guess.' In the meantime you hear the front door click and know that customers are coming in. You're nervous because you are wondering if the clerk can handle all the trade, and when the door clicks again you hastily 'yank' out the funnel before the last drop has been drained, with the result that more or less is spilled on the outside of the can.

"You hand Dorothy this container and she goes home. Her mother finds her little red coat with a great big spot of kerosene on it and she makes up her mind she'll not deal with you any more. Now, if you were her friend she would come and tell you about it, but simply being her groceryman she says nothing to you. She waits until she gets to the Ladies' Aid Society, where she relates her experience about how Dorothy's red coat was ruined. This recalls other incidents to the members and here and there you lose customers and wonder why. You can trace it all back to that spot of kerosene on Dorothy's little red coat."

### Difference in Buyers."

There are some men with whom you can argue and present strong selling points for their consideration. There are other men that you must appeal to on different lines. This same representative called upon a business man in the Twin Cities of Minnesota to sell him our Wheel Tank. The following took place:

"What's the cost?" snapped Mr. M—.

"Three hundred and twenty-five dollars fully equipped as you want it," said our Special Salesman.

Mr. M— went straight up in the air and said:

"Three hundred and twenty-five 'nothings.' Why, that outfit didn't cost Bowser & Company one hundred dollars to make, and why should I pay them three hundred and twenty? Nothing doing, young man, nothing doing."

Our salesman looked him straight in the eye and said:

"Now, Mr. M—, you are a very much older man than I am and have a broader business experience, but I am going to ask you to listen to what I tell you.

"It doesn't matter what that tank cost the company to make, because you know that between the actual cost of manufacture and labor and the selling price, is included the overhead expense, depreciation, executives, etc., to say nothing of the little piece of money that I get for selling them. You know who pays for the overhead.

"Take your own place of business. Who pays for that fine mahogany furniture, these rugs on the floor, that negro who dusts off the





car every morning, your attendants around the garage, your light, etc.? I might as well tell you that that car you sell there for \$2,250.00 didn't cost the factory any more than \$900.00, therefore, why should you charge the amount you do for it? As a business man, you know better than to talk that way. And besides, it isn't what an outfit costs, but what it will do, that counts for the expenditure."

We have cited the above incidents to show the resourcefulness of a student who sells the Bowser line. They are varied enough to give you an idea how and why this representative is today a District Superintendent and educating other men how to "sell the line."

### "SOME SALE."

**Salesman E. A. Whitlock, of the Washington District, Relates a Cold Weather Tale That Is Rather Unusual.**

Staunton, Va., January 23, 1915.

Mr. Geo. A. Townsend,  
Fort Wayne, Indiana.

Dear Sir:—I just want to tell you about a little experience I had in making a sale on December 16, 1914.



I called on a customer and he was working on his new Store House. When I saw him he was putting on the joist for the roof of his building and would not come down to see me, but I got on the 'job' too.

It was cold, about zero or colder, and I got my model, which will always help you to land your man. I had to holler up to him and he back to me, and make my demonstration in the air. He said he could not come down to see the model, but he would take a 2-barrel Cut 19-A and he would get the balance of the argument in the spring when it thawed out, for it was so cold the conversation froze before it got up to him. That was cold some—don't you think?"

Yours truly,

(Signed)

E. A. WHITLOCK.

The editor could not see how the name was secured on the dotted line and wrote for an explanation. Mr. Whitlock replied as follows:

"Replying to your letter of January 15th, will tell you how I got the order signed.

"Order No. 60, was sold, as stated, to \_\_\_\_\_ of \_\_\_\_\_, and was signed by Mr. \_\_\_\_\_, Jr., Bro., at his request—he saw him sign same. This brother was passing lumber up to the workmen and he was on the ground."

### LUBRICATING OIL DEMONSTRATION

In trying to create the desire in the minds of a prospect for a Bowser Lubricating Oil Equipment, how to proceed with negotiations will depend entirely on the conditions in which one finds the oil department of the garage, store or factory. The oil department of the average garage is an eyesore and a constant drain on the cash drawer.

Make it very plain to the garage man that in one particular he has no choice whatever, and that is "the paying for a Bowser Equipment." He will remit regularly for a Bowser whether he makes the purchase of one or not, and the quickest and easiest way to avail himself of the money he is now spending for the privilege of handling oil in the "old way" is to place his order for an equipment to be shipped immediately.

In surveying the premises note if his oil is stored in three cylindrical upright tanks equipped with "jigger pumps." Of course, the usual aspect meets the eye—oil all over the cement floor, all over the side of tanks, spattered on the wall, in and on the outside of the hood of the tanks, and the funnels and measures are gummed up with their quota of dust, dirt and grime—the destroyers of the lubricating qualities of the oil. This is not unusual, but an every day condition—one you will meet in eight out of every ten garages you call on who handle oil the "old way."

For this particular demonstration Mr. Gallmeyer, Superintendent of the Lexington District, has had a special demonstrating cup made, which is a fac-simile of the gallon, half-gallon and quart measures used in the garages, and the maximum stroke of our Cut 19 model exactly fills this little cup. For the demonstration he takes his Cut 19 model outfit and removes the computer, at the same time opening his bulletin book to a Cut 63, 64 or 111, or whatever outfit in his estimation the customer should have. Then he proceeds as follows:

"This, Mr. Jones, is a model of our lubricating oil tank which I want to familiarize you with. This equipment has been designed to take 'oil' out of 'soil' and make it as easy and convenient to handle the dirty stuff as it is to handle other clean automobile accessories. It will put your lubricating oil on a level with your gasoline business, only on a more profitable one. Oil pays a handsome profit when properly handled, but is a detriment when handled otherwise.

"Mr. Jones, the entire stroke of the pump, you see, delivers exactly one quart. This is the

quart of oil that the customer buys and the quart you can afford to give him."

Mr. Gallmeyer proceeds with this operation four, five, six or even eight times, showing him how one stroke of the model pump exactly fills the measure, and repeatedly calls the prospect's attention to the fact that the quart you are showing him (an even stroke of the pump) is the quart which he can afford to give the customer. After he has shown him this clearly, he continues in the following manner, but very carefully, for here is where the real point is made:

"After having filled the little cup even full with one stroke of the pump, Mr. Gallmeyer tips his little measure forward a trifle and operates the pump enough to fill the lip of the measure, showing the man how much oil the lip of his quart measure will hold over and above the amount the customer really pays for. He then puts this question squarely at him:

"Is it not a fact, Mr. Jones, that this is the kind of quart you give in most instances?"

In making this demonstration it is imperative that you make the most of an acknowledgement

the prospective purchaser will make. After having asked him this question, he will seriously remark:

"Yes, most of the time that is the way our measure looks," or

"Yes, that is the way our measures look frequently," and then again smilingly he will admit,

"You are right there, my man. Nine out of every ten quarts sold are dispensed in exactly the same manner."

This mistake can be made in two ways, namely, intentionally and accidentally.

Intentionally: The garage assistant does not wish to appear small about a little matter and, therefore, always gives good measures. This is nowise excludes the boss, for he would be the first man who would not care to appear niggardly about a small matter and the extra shot of oil is put into the measure unconscious of the great loss which accrues annually in making one sale after another in exactly the same manner. Then, too, the boy or man who looks after

the oil room likes to be known as a good sport (on someone else's money) and intentionally gives overmeasure.

Accidentally: In measuring out oil by means of a "jigger pump" it is almost impossible to draw a quart without overmeasuring, for this reason: The man holding the measure in his left hand and operating the "jigger pump" with the right, finds when the measure is nearly filled, that with the last jerk of the pump the stream is unbroken. He has no means of checking the flow of the oil, with the result that he is compelled to pull the measure away quickly, stopping as he goes, or tilting the measure forward sufficiently to take up the extra amount; then, rather than pour it back, he gives the overage to the customer. (Try to bring this home with every prospect. If necessary go through this operation, five, six or even ten times, showing him exactly how this little overage fills the lip.)

Now comes the time in the course of the demonstration to place this overmeasure in its relative standing with dollars and cents, and should be completed as follows: In this case we will assume that oil is being sold at 15 cents a quart. You are enabled by means of your computer and the 15c computer card, to prove to your customer just how much the over-measure actually amounts to. In most garages lubricating oil is sold at from 50c to 80c per gallon. In cases where the retail price is higher than 60c a gallon, the weight of your argument is correspondingly increased. Care must be taken, however, that some expression has been gained from the garage man, as stated above, that over-measuring is actually done; otherwise your argument will fall flat.

If oil is sold at 15c a quart, then each division of the computer represents one cent's worth of oil. Attach your computer, fill the little demonstrating cup and bring your prospect very close to the model, saying:

"I'll run this up to the red you see in the gauge there, and bring it down. That is exactly 2-15 of the entire stroke of the cylinder, or, in other words, two cents' worth." You will find that the little demonstrating cup very nicely accommodates the added liquid. However, in order to make the argument stronger, Mr. Gallmeyer says to his customer:

"We'll not figure this loss at two cents, but only at once cent on every quart."

This will be all that is necessary and getting the customer to admit one cent loss should be your main object, and with his previous acknowledgment "a loss" you will not find it difficult to get within a striking distance of the



order the moment this demonstration has been completed. The average garage owner must be shown vividly where his profit will be should he buy a Bowser. This can be done if the demonstration is properly handled.

Assuming that your customer has admitted a one-cent loss in overmeasure per quart, this will give you \$2.00 per barrel as a working basis. If your prospect sells 40 barrels of lubricating oil per year (this is less than one barrel weekly and a very small amount, as most garages will sell at least one barrel per week), his admitted loss



is \$80.00 per annum. Three Cut 64's at \$62.00 each with accessories amounts to an investment of \$218.00. Eighty dollars is 36 76-109 per cent. of the amount we are asking him to invest. He can borrow the money to install this equipment at 6 per cent. and have a clear gain of 30 76-109 per cent. on loss from overmeasure alone. Mind you, this does not include the loss from evaporation, spilling gumming and the amount of oil which can not be pumped out of the barrel in transferring the oil to the tank. The only way of completely emptying the barrel is by means of our cradle and track device.

Then you have all the other price talking points of the Bowser system as an argument to close the deal. The clean lines which the Bowser affords him, together with the satisfaction of knowing that his oil department is now a credit to his garage and his customers receive good, "velvety" oil and exactly the amount they pay for.

For small garages you have the Cut 63 to offer. Where a garage man sells more than forty barrels a year, your arguments will be correspondingly increased and the sale more easily effected.



55 Miles from a Railroad Terminal on the Grand Canyon Route—One of S. J. Redford's Installations.

### ALREADY ONE IN TOWN.

Yes, Mr. Dealer, there is one in your town so near to **your store** that you have been constantly reminded of the splendid service the Bowser "Red Sentry" has given the auto tourist, so **near** your store that you notice the additional business the Bowser equipment has brought to your competitor.

You hesitate to buy **now** mainly because you doubt business will increase sufficiently to justify your buying this fine outfit; yet a moment's consideration will convince you it is wise not to longer allow competitors to corral the gasoline trade.

Do you know that since the other store bought the "Red Sentry" over 2,000 cars were sold in the State? Do you know that roads were improved and farmers learned it pays to have improved haulage? Do you know that in the short period the other store has handled oils and gasoline on the "Bowser" plan the outfit has **paid for itself**, and their general store business wonderfully increased?

Do you know—" Why say more, just sign on this line.

Thank you, sir.

That name—**your** name, will be filed away at our Head Office and be a record that you are in line with hundreds of other high-grade merchants alive to the present advanced methods of doing business.

\* \* \*

Ye Editor and his Staff were delightfully entertained by a visit from Mr. H. C. Carpenter, Superintendent of the New York Office, and Mr. H. E. Dobson, of the Engineering Sales Department, whose territory is in New York City.

Mr. Dobson was suffering from one of "Job's comforters" and had to stand a good deal of joshing on the part of his traveling companion, "Clint."

For full particulars write Mr. Carpenter as he is fully informed on the subject.



A FINE MEMPHIS (TENN.) INSTALLATION  
One of the Many Bowser Filling Stations Owned by the Purity Oil Co. in the South.





A Good View of Our "Red Chief" Sentry as Installed by the Eastern Auto Tire & Repair Co., Cincinnati, Ohio. Note Particularly the Cut 128 Used for Lubricating Oil.

## A FINE ACKNOWLEDGMENT OF SERVICE

BEASLEY HDW. CO., Inc.

Hardware, Furniture, Farm Implements, Wagons, Buggies, China, Glass, Carpets and Rugs.

Stamps, Ark., January 21, 1915.

S. F. Bowser & Co., Inc.,  
Fort Wayne, Ind.

Gentlemen:—In response to your request, would advise we have been using one of your "Red Sentries" (Sidewalk Auto Filling Stations) since June 1, 1914, and it has given me perfect satisfaction.

We are highly pleased with our investment, as the increased trade alone has more than repaid us the original cost.

For example:—When we first purchased your "Red Sentry," we were only selling 100 gallons of gasoline per month and now at the end of six and a half months our gasoline trade has increased to 300 gallons per week, even though there are two other BOWSER Gasolene Filling Stations in town.

Your outfit is all that can be expected and we would not be without our BOWSER "RED SENTRY". Our only mistake was in not buying our storage tank large enough, but that will soon be remedied.

Wishing you much success and thanking you for your constant attention to us after we had purchased, we remain,

Yours very truly,

BEASLEY HARDWARE CO.

Per L. A. Baker,  
Sec. and Treas.

## THE "CHIEF SENTRY."

A Voluntary Testimonial That Gives Some Excellent Facts Regarding Our Five-Gallon Out-Door Pump.

The following testimonial letter given our Cincinnati representative, Mr. W. H. Lease, expresses clearly their opinion of our "Chief Sentry," Cut 102 Pump, and also the Bowser "Junior," Cut 128, which they use for lubricating oil.

We consider that the information given in this letter should be a very good recommendation for our "Chief Sentry" and it should be of use to you in your territory:

EASTERN AUTO TIRE & REPAIR CO.,  
310 East Eighth Street.

Cincinnati, Ohio  
December 14, 1914.

S. F. Bowser & Co., Inc.,  
Fort Wayne, Indiana.

Gentlemen:—

Am very much pleased with my purchase of your "Chief Sentry" and same has been giving me complete satisfaction.

Have had it in daily operation for almost two months, and my customers have been constantly increasing. My first day's sale was 100 gallons and I expect to sell 500 gallons per day during the warm months.

Customers are constantly surprised at the rapidity that their machines are filled, they being accustomed to the regular Curb Pumps.

In addition to the "Chief Sentry," I have one of your 128 Pumps for Lubricating Oil placed just beside the "Chief Sentry" and have a one-barrel tank sunk just beside the tank for the "Chief Sentry." This gives me a "Mutt and Jeff" installation which attracts constant attention.

Have never handled Gasolene or oil, but am pleased with my success in selling them and am more than gratified with the constant advertisement the pumps are giving me and the increased sales made in my other departments.

From all appearances it seems to be the best investment I ever made.

Respectfully yours,

EASTERN AUTO TIRE & REPAIR CO.

(Signed)

F. H. Pierce.

\* \* \*

In the April 1st issue of the Boomer we made mention of the fact that the Albany Office on Saturday, February 27th, sold \$2,262.50 worth of business. They now come back on Saturday, March 27th, with \$2,192.15, eleven sales. The 27th is their mascot alright. Why not call them the "Saturday Hustlers?"

## A REPRESENTATIVE INSTALLATION.

**A Civic Center Filling Station at Denver, Colorado—Note the Exceptionally Clear View of the Cut 101.**

The two illustrations accompanying this article show two different views of one of the Filling Stations established by the Civic Center Filling Station Company at Denver, Colorado.

It simply visualizes what the "Pikes Peak" boys are doing out West. They are right up to date in everything.



One of the Civic Center (Denver, Colo.) Installations of Cut 101.

## A HELPFUL SUGGESTION.

Here is a suggestion that may not have occurred to some of the boys regarding handling the Bulletin Book:

Mr. G. E. Burwell, of the Atlanta District, removes the brass staples that are used in binding the bulletins and uses a shoe string. In this way he can bind them as tightly or as loosely as he desires, and by having them rather loose in the binder they will open out flat and remain open when he is talking to a customer. This will work all right if due care is used, and bulletins are bound loosely enough so that they will not tear out.

## ANOTHER SATISFIED USER

THE McCONAHA COMPANY  
Garage and Accessories Department  
No. 418 Main Street.

Richmond, Indiana, February 24, 1915.

S. F. Bowser & Co., Ft. Wayne, Indiana.

Gentlemen:—

We installed one of your "Red Sentry" gasoline curb pumps just about one year ago, purchasing the equipment through your Mr. C. E. Smith of this city. We take this method of telling you just what we think of this way of handling gasoline. We do not feel that any dealer or garage man can afford to handle gasoline at all without an equipment like the "Red Sentry" outfit.

There is absolutely no loss in your method of storing gasoline underground, and we are able to wait on customers even during the biggest rush of the season with very little effort on our part, and with very little inconvenience to the customer.

The gasoline pump outfit is without a doubt one of the best paying investments that a garage can make. If you have any one contemplating the purchase of a gasoline equipment, and they feel like they would like to hear from someone who is using your outfit, we would be more than pleased to have you refer them to us.

We are also very much pleased with the courteous treatment we have always received from your company.

Yours very truly,

The McCONAHA COMPANY,

ERMcC-M (Signed) Per E. R. McCONAHA.



A Closer View of the Installation.

# 5 KILLED, MANY HURT IN OIL EXPLOSION

Boys Just Out of "Safety"  
Show Among Dead in Ruins  
of Crew-Levick Plant.

## ONE LAD GAVE WARNING

He Was Killed with Manager Who  
Investigated Leak in 1,100-  
Gallon Gasoline Tank.

The explosion of a 1,100-gallon distributing tank full of gasoline, in the pumphouse of the Crew-Levick Company, dealer in petroleum products at Atlantic and Montauk Avenues, East New York, shortly before noon yesterday, killed one man and four boys, seriously injured five others, broke every window in the neighborhood, and resulted in slight injuries to many from falling glass and flying debris. The building was destroyed, a distributing tank containing 1,100 gallons of kerosene going with the rest; and it is considered remarkable that two tank cars, each containing 8,000 gallons of gasoline, which were being switched about in the Long Island Railroad yards, just across the street, at the time of the explosion, were not set off by the flying oil, and that the two 16,000-gallon tanks in the yard back of the pumphouse also escaped.

### The Dead.

AVERY, GEORGE F., manager of the plant, 105 Norwood Avenue.  
HIGGINS, ALEXANDER N., 11 years old, 174 Warwick Street.  
HIGGINS, ARTHUR, brother of Alexander, 8 years old, same address.  
ZIMMER, HENRY G., 11 years old, 186 Warwick Street.

ZIMMER, HERBERT, 7 years old, brother of Henry G., same address.

### The Injured.

ABORDO, Mrs. KATE, 78 years old, 67 Montauk Avenue; cut and bruised by flying debris.  
BELL, EDWARD, engineer of a switch locomotive, 1868 Buford Street, Morris Park, Long Island; bruised by being blown out of the cab.  
DENNON, JOHN, 25 years old, 863 Liberty Avenue; burned about the hands by flying oil.  
DUNHAM, FRANK, 71 years old, 869 Liberty Avenue; burned by flying oil.  
THOMPSON, FRANK, fireman of switch engine, 1,025 Ward Street, Richmond Hill, L. I.; bruised by being blown out of the cab.

The injured were treated by Drs. Costelloe, Flynn, and Clemens of St. Mary's Hospital and Dr. Kallock of the Bradford Street Hospital. Many other persons were thrown to the ground by the force of the explosion and suffered minor hurts.

The boys who were killed were comrades, and they all attended Public School 108, and were members of the same Sunday school class in the Lutheran Church of the Reformation on Barbey Street. They are the only children in their families. Yesterday they had all gone to the Concord Theatre, where they saw a Photoplay given by the Brooklyn Rapid Transit Company called "Safety First." Another that followed it was called "The Locked Door, or the Price of Carelessness," and dealt with loss of life at a fire through failure to have the exits in working order.

### Killed After Leaving Safety Show.

After leaving the theatre the four lads started to return to their homes, but their attention was attracted apparently by the locomotive snorting tank cars about in the railroad yards, and they stopped to watch it. Then they began to play marbles under the very wall of the two-story, rick pump house which stood near the tracks. After they had been playing a few minutes one of the older boys noticed a small trickle of fluid down the brick wall, and the strong smell of gasoline told him that there must be a leaky tank upstairs. He ran into the office, where Mr. Avery, the manager, was at work, together with the secretary, Mrs. Jessie Herbert, of 2118 Jamaica Avenue, Richmond Hill, L. I. Mrs. Herbert's sister, Miss Naomi Hawkins, had come in from Richmond Hill and was waiting for her sister to finish her work so that they could go to a matinee.

When the boy told him of the leaky tank Avery went upstairs and the boy went back to his game of marbles. Almost at once there was a tremendous explosion, the whole second story of the building burst into flames, and the

entire neighborhood was shaken. The two women in the office were thrown to the floor and bruised; in the factory of the Montauk Metallic Bedstead Company next door, every window was broken and the 45 employees were knocked down. One of them, Nathan Jackson, at work at an open window on the side nearest the pumphouse, was blown clear across the room, a distance of fifty feet. The engineer and fireman were blown out of the cab of the switch engine, which, fortunately, was out of the way, so that the tank cars it was drawing did not take fire, and persons in the street were showered with flying metal, bricks, and burning oil.

### Heat Blisters Passing Train.

A pall of black smoke spread over the neighborhood beneath which the flames burned fiercely. The first fire company had hardly arrived when a Long Island passenger train bearing a crowd bound for theatres in New York came in at a speed of fifty miles an hour and ran by within reach of the flames, which had blistered the painted side of the train nearest the fire. Two alarms were sent in, and firemen, under Deputy Fire Chief Lally, kept the flames from spreading to other property.

The bodies of the four boys were buried under a fallen wall and that of Avery was inside the burning building. Toward the middle of the afternoon the firemen managed to get them out. It was some time before the bodies of the children were identified, and meanwhile the Rev. Joseph O'Brien, one of the assistant pastors of the Blessed Sacrament Church, at Euclid Avenue and Fulton Street, read the services for the dead and the dead over them. The Higgins boys were identified at last at the Liberty Avenue police station by their father, Alexander T. Higgins, a Post Office employee attached to St. Marks and those of the Zimmer lads by their uncle, Joseph Frisse. Their father is George Zimmer, a printer employed by the Hutterick Company at Sprague and MacDougal Streets, Manhattan. The mothers of the boys came to the police station but were not allowed to look at the bodies. The funeral services for the boys will probably be held at the same time. Mr. Avery is said to have a wife and children in New Jersey.

Fire Marshal Brophy and District Attorney Cropsey will investigate the explosion. The immediate cause was thought to have been either carelessness on the part of Avery or a spark from the switch engine. The tanks, according to the State fire law, were emptied every night and refilled in the morning.

The Crew Levick Company is a Philadelphia corporation. Its main office is at 170 Front Street, Manhattan.

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## Above-Ground Storage

Another Terrible Accident Recorded to the Storing and Handling of Gasolene in Above-Ground Tanks.

The above clipping is but one of the many that come across the Editor's desk almost daily regarding the danger of handling gasolene in above-ground storage tanks. Although this states that the tanks exploded, this is not really the case. The tanks were located in a brick house and were leaking. The explosion in the room blew out the walls, etc., as described in the article. The tanks, however, did not explode.

Mr. H. E. Dobson, one of our New York salesmen, saw this firm two years ago. At that time he endeavored to interest them in Bowser equipment. They were skeptical and thought price was better than quality.

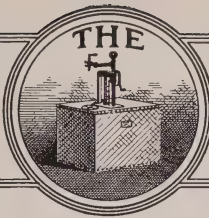
It only goes to show that the best is the cheapest in the long run. When you stop and consider that there are over a million Bowser outfits in use today, with a thirty year record for the firm, and never a fire or explosion traceable to their use, it is an enviable record.

Is it any wonder that the Factory Mutuals, National Board of Fire Underwriters and Insurance Authorities the world over recognize Bowser equipment as doing all that we claim for it?

If you men can only bring this home to a prospect so that their foresight will not prove a disastrous hindsight as in the above case, you have done a great deal of good in the world.



# BOWSER



# BOOMER

VOL. XI

May 1, 1915

No. 9



## THE "OLD MAN" RENEWING ACQUAINTANCESHIP IN THE SOUTH

Mr. S. F. Bowser and Our Two Spanish Speaking Salesmen, Mr. J. M. Duenas (left) and Mr. J. V. Hoffay (right), at Their Southern Headquarters



When The Editor heard that Mr. Bowser was going to take a trip in the South to personally investigate conditions and renew acquaintanceship among the men, we urgently requested him to have a photograph taken for reproduction in the Boomer.

We are exceptionally fortunate in having such a splendid likeness of Mr. Bowser, or the "Old Man" as he is affectionately called, in company with our two Spanish speaking southern representatives, Messrs. J. M. Duenas and J. V. Hoffay. In the lower right hand corner is another picture of these three "live wires," hemmed in by Mr. Bowser's two charming daughters, Mrs. D. G. Milligan (right) and Miss Mildred Bowser (left).

You can judge for yourself how he found conditions from the expression on the party's faces. Mr. Bowser returned much benefited over his trip and enthused as to future business.



My Work as Compared with the Average Merchant

# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY  
S. F. BOWSER & COMPANY

Edited by GEO. A. TOWNSEND

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS EMPLOYEES

MAY 1, 1915

## CONCENTRATE YOUR ENERGY

Do not hesitate to engage in any legitimate business, for there is no business in America, we do not care what, which will not yield a fair profit if it receive the unremitting, exclusive attention, and all the capital of capable, industrious men.

Every business will have its seasons of depression—years during which manufacturers and merchants are severely tried—but every legitimate business producing or dealing in an article which man requires is bound in time to be fairly profitable, if properly conducted.

And here is the prime condition of success, the great secret: concentrate your energy, thought and capital upon the business in which you are engaged. Having begun in one line, resolve to fight it out on that line, to lead in it; to adopt every improvement; to have the best machinery, sales arguments, equipment, etc., and know the most about it.

## ARE YOU WATCHING YOUR TERMS?

At times it becomes absolutely necessary to allow a customer long time payments in order to secure his order. The question each salesman should ask himself, however, is, "Am I selling on the shortest possible terms or do I sometimes abuse this privilege by thinking I must give a customer long terms in order to close the order?"

That this is the case, at least sometimes, is shown by the following letter received at a Branch Office:

S. F. Bowser & Co., Inc.,

"Please find enclosed P. O. Money Order for ten dollars. Would you please accept twenty or thirty dollars at a time so I can get it paid quicker? When your agent was here I did not realize what I was doing."

"Yours truly

**SUCCESS TO YOU, "J. H.," AND TO YOU,  
"W. A."**

It will be news to the entire organization to know that Mr. J. H. Armstrong resigned his position in the Engineering Sales Department April 10th, to become a partner in the firm of Cutting, Armstrong & Smith, of Detroit. This firm will handle Automobile Accessories such as steering wheels, knuckles, transmissions, etc.

Mr. W. A. Armstrong, "J. H.'s" capable brother, will succeed him as our representative in Detroit.

To "J. H." we wish all success and happiness in his new venture. As for "W. A.," we believe that there could be very few men found in the organization who could fill "J. H.'s" shoes so well. He has our heartiest wishes for continued success in his line.

## "MARATHON GAS" THROUGH A BOWSER PUMP

Means no Sediment—more miles, more smiles; Insures full measure—more pleasure. Try this combination at our Filling Station, And you will come again without hesitation.  
SEITALL MANUFACTURING CO.,  
813 Mulberry St., Des Moines, Iowa.

## NOT ONE CENT FOR REPAIRS

Dushore, Pa., March 15, 1915.

S. F. Bowser & Company,  
Fort Wayne,  
Indiana.

Gentlemen:—

I herewith certify that in 1892 I bought from your agent a Kerosene Oil Pump and Tank, and in 1902 I bought a new and improved pump for it. In all of that time I have not spent one cent for repairs on the tank or pump and it is today in perfect order.

Very truly,  
(Signed) E. G. SYLVARA.

## STRAWS SHOW WHICH WAY THE WIND BLOWS

The result of the March competition in Toronto to show what three men would secure the largest amount of business is very significant. Two of the prize winners came from the West, in which part of Canada the business for some time past has been very slow. The following are the winners:

1st—Mr. J. W. Merickel, Manitoba.

Prize—A very handsome club bag.

Business—\$3,401.20.

2nd—Mr. E. J. Murphy, Ontario.

Prize—A handsome collapsible umbrella.

Business—\$3,126.60.

3rd—H. O. Cuddie, Sub under Mr. T. H.

Rhodes in Southern Saskatchewan.

Prize—A fountain pen.

Business—\$2,466.75.

Mr. Cuddie's business amounted to over 183 points and his average was an order every working day for the entire month. S-o-m-e business.

## AN ALL-ROUND BOOST FROM A BOWSER BOOSTER

S. L. ROUDABUSH & CO.

Wholesale and Retail Dealers

Groceries, Paints and Hardware

Harrisonburg, Va., February 2, 1915.

To Whom It May Concern:—

We have been using two Bowser oil tanks for years and found them satisfactory and well worth what we paid for them.

(Signed) S. L. ROUDABUSCH & COMPANY.

Evidently Salesman L. L. Patterson, of the Atlanta District is scratching gravel as his Daily Report of April 14th shows two calls, with a total amount of sales of about 22 points.

Got to it, "L. L." It's this kind of gait that makes Pacemakers.



## A MODERN PAINT STORE

Two Views of Wm. DeyErmand Co., Albany, N. Y., and Their Bowserized Paint Oil Department.

Salesman F. W. Devereux, of the Albany District, sold the above firm five paint oil outfits over five years ago. They proved to be so satisfactory that last year, when they moved into their new quarters as illustrated, they placed an order for eight more outfits. They told Mr. Devereux that our paint oil equipment had come up to more than their expectations.

They have been very particular to check their results and compare them with their "old way" of handling these liquids. They have found them to be very economical, time, labor and money saving, and so clean that a woman can operate them without soiling her hands.

So well pleased were they that in their new store they placed the pumps in the center of the ground floor. They occupy a space of 3 ft. by 10 ft. Enough room is allowed between the drip pans so that one can sweep out the dust and dirt when the rest of the store is cleaned. The pumps are polished every week and the drip pans scoured at least once a week. This gives the appearance shown, as though pumps were just installed and had not yet been used.



Salesman N. B. Steele is a consistent and persistent producer in the Washington District. Recently he sent in a very nice order from a Hardware Store for a "Red Sentry" Cut 241 and a 6,000 gallon tank.

Going this gait he's apt to steal the honors from Stovall and Gibbons.

Salesman C. E. Brewington is a new recruit under the Washington District. Mr. Dorsch has confidence he is going to make the Pacemakers' Club this year.

## CONCLUSIVE EVIDENCE OF THE NEED OF A BOWSER GASOLENE FILTER

The reproduction to the right of part of an advertisement taken from one of the oil magazines should convince the most skeptical that even with the best of care there is a certain amount of water gets into the gasoline.

We have known this for years and that is the reason we devised our wonderful Centrifugal Gasoline Filter. When the buyer of our equipment thoroughly appreciates this significant fact he certainly should be forewarned and therefore fore-armed with a Bowser Filter. Its daily use means absolute freedom from water troubles in his "gas."

We always knew R. D. Leonard was "some hustler," at least he has a record for fast driving in his automobile, and here he goes and tells us how he sold:

- 2—4000 gallon tanks and a "Red Sentry
- 1—"Red Sentry," 9-bbl. with lamp attachment
- 1—Private Garage Outfit
- 1—400-Gallon Tank

all in one day, on Saturday. Then to "cap the climax," he got a day ahead of himself, or behind, whichever it was, and dated his orders the 9th when it should have been the 10th. The whole day's work amounted to just about \$1,100.00. "R. D." asks us if we think this is good enough for a boy. Sure, it is good enough for two or three boys.





A Good View of our Washington District Headquarters at the Capitol of the U. S. Supt. Dorsch is Beside the "Red Sentry."



#### A FEW OF E. J. LITTLE'S PRIZE-WINNING SALESMEN

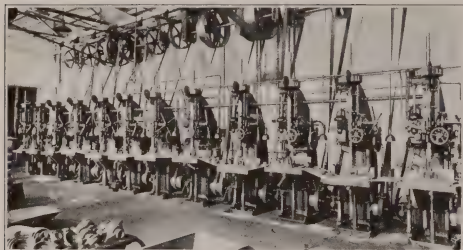
The above picture was taken some days ago by Mr. I. L. Walker. He used his small kodak and this is an enlargement. Considering it was the work of an amateur, we think the faces have been brought out exceptionally well.

The following are those shown in the picture:

Top Row—Left to Right: A Lavery, J. H. Downs, A. H. J. Gossel, O. O. Koogle, F. P. Brandt, H. J. Banta, W. A. Merrill, George Bacon, J. E. Dewey.

Middle Row—Left to Right: C. C. Wolfe, W. D. Pyle, R. R. Brown, Manager E. J. Little, H. W. Spiegel, W. H. Pritchett, J. R. Ritenour, H. F. Sigler, Leon Leaf.

Bottom Row—Left to Right: R. W. Potts, W. J. Bates, I. M. Camden, J. O. McCracken, D. R. Blemis, Geo. McCurdy, H. C. Baker, W. H. Lease, Jos. McDonough, P. E. DeVries, R. C. Rambo, C. E. Smith, C. F. Comstock, M. G. Dusseau.



The New Battery of High Speed Drill Presses. How we are adding to our Equipment in order to keep pace with our steady growth.



One of the Paint Rooms. Note the Cut 106's, 101's, "Red Sentries" and Cut 19 tanks waiting their turn to be painted.



Looking down the Assembling Room of the "Chief Sentry" Pumps. Note the long line of unfinished "Chief Sentry," Cut 102's that are going through the factory.

## ANOTHER "ORDER-A-DAY" TAKER

Salesman A. G. Hartgen, of the Harrisburg District, took 82 orders from December 24th, 1914, to April 10th, 1915. This is a little better than one order a day.

Believe us, this is "going some" and we congratulate Mr. Hartgen on this record.

*B. Chone  
1-15-15.*

## THE DALLAS MORNING

### FIVE PERSONS PERISH IN PRIVATE YACHT FIRE

ONLY ONE OF SIX PASSENGERS ESCAPES AFTER EXPLOSION OF  
GASOLINE TANK.

Beaufort, N. C., Jan. 15.—Five persons are dead as the result of the destruction of the private yacht Julia by fire in Pamlico Sound early today. The explosion of the gasoline tank was the cause.

Only one of the six persons aboard escaped. The accident occurred near Engelhard, N. C.

The dead: J. W. MURRAY, president Piedmont Trust Company, Burlington, N. C. MRS. W. E. PORCH, Beaufort, N. C. G. P. DODSON, Norfolk, Va. TWO CREW MEMBERS, names unknown.

Mrs. Murray, who is a proficient swimmer, succeeded in reaching the shore uninjured. She said the cabin of the vessel was filled with gas, apparently from a leak in the gasoline tank, which exploded when a member of the party lighted a match.

The yacht left Norfolk Wednesday for Beaufort. She was forty-two feet long and was palatially furnished.

Mrs. Murray was picked up on the shore in an exhausted condition. She has been taken to Engelhard for medical attention. Her physicians thus far have refused to allow her to talk.

As far as has been learned here, none of the bodies has been recovered. Rescue parties have gone to the scene. Mr. Murray was on his way here to inspect a hotel in which he was interested. Mr. Porch was manager of the Inn.

### TEMPLE MAN FATALLY BURNED.

Mr. W. R. Hance, Manager of the Toronto District, recently returned from an extended trip through the west. He was much enthused over the business situation and optimistic as to Toronto's future.



March 29 - 1915

TRADE IN  
ROCKFORD AND  
SAVE MONEY.

ESTABLISHED 1840.

# SOPER BABE DEAD FROM HIS BURNS

Father, Lloyd Soper, Is Near  
Death From Same Cause  
and Mother Suffers  
Serious Injuries.

## SUNDAY TRAGEDY

FLORIST'S GARAGE IS SCENE OF  
DESTRUCTIVE BLAZE EARLY IN  
EVENING—EXPLOSION OF  
GASOLINE.

Fatal burns were experienced by Roger, the nineteen months old son of Mr. and Mrs. Lloyd A. Soper as a result of an explosion of gasoline at the garage in the rear of the Soper greenhouse, 129 North Church street, early Sunday evening. Lloyd Soper's life is hanging in the balance from the burns he received while trying to save his son from the flames and Mrs. Soper is also at Rockford hospital suffering from the effects of burns received when she sought to aid in the work of rescue.

The burned babe died at the hospital this morning about 1 o'clock and the physicians in attendance on the father say that he has about an even chance of saving his life. Mrs. Soper was burned about the hands and arms and while her injuries are of a most painful nature they are not regarded as dangerous.

Lloyd drew five gallons of gasoline into a can and was proceeding with his work about the car when he heard tipping over of the gasoline can. He looked about and not seeing his little son about, he hurried in the direction of the spot where he had left the gasoline can, lantern in hand.

As Lloyd reached the place there was a sudden explosion, no one appears to be able to state its exact cause, and the next moment Lloyd found the child enveloped in flames. Diving his left hand Lloyd picked up the boy and hurried outside but the blazing clothes of the child had consumed with the father's clothing and the latter was soon a mass of flames also.

### Mother to Rescue.

Lloyd was forced to drop the son and rush to the fire to attempt to quench the fire on his own person and Mrs. Soper then fought frantically with flames which enveloped the child.

Through the efforts of those brought to the scene of the fire several men throwing off their overcoats and folding the victim in the fire into space, the human torched. Mrs. Soper was hurried to the three victims were hurried to Rockford hospital while the fire department got busy with the flames which were consuming the garage.

It all happened so quickly that no one could explain just what occurred. Attendees at the Baptist church, at the scene of the fire and they rendered all aid possible.

The garage is also used as a boiler and engine room for the greenhouse and as a shelter place for the horse. The steel in the building was rescued and a few of the other contents of the structure were carried outside but the flames gutted the entire interior of the structure before the firemen could subside the conflagration which resulted.

### Babe's Burns Bring Death.

That the child was fatally burned was feared from the outset. Its tender flesh was burned to a crisp, practically scorched, literally cooked in spots. The little sufferer clung to life, suffering fearful agony during a few moments before 8 o'clock this morning when death came in the form of relief.

Mrs. Soper's condition is precarious. She was burned about the hands, face and shoulders and the attending physicians are none too hopeful as to the outcome.

Mrs. Soper was burned about the hands and arms during her heroic attempts to smother the flames threatening her child and she is also suffering severely from the shock.

Origin of Explosion. When the gasoline was overturned, the contents flowed toward the fire under the boiler. The engine which is located in the north end of the garage building. The victims of the explosion were first cared for in the basement of the Baptist church and later removed to Rockford hospital.

The Register - Gazette  
Rockford, Ill.  
March 22, 1915

## H. C. KELLOGG A FIRE VICTIM

LAUNDRYMAN SEVERELY BURNED  
IN BLAZE AT FIRE CLEAN-  
ING SHOP TODAY.

While at work in the cement structure just off Mulberry street adjoining the west end of the Derwent jewelry store and used for fire cleaning work by the Swiss Laundry company, Manager H. C. Kellogg, of that concern, received severe and painful burns about the hands and face shortly after the noon hour today.

The first knowledge that there was anything wrong was when Mr. Kellogg rushed from the building, planning the door behind him and extinguishing the remnants of a fire which had burned his face, hair, hands and clothing. He was hurried immediately to Rockford hospital in the Collins auto and an alarm of fire was sent to the fire station.

When the department arrived at the dry cleaning building, the structure was filled with smoke and the only article afire was a broom in one corner. This was extinguished and a draft soon cleared the room of smoke.

It is surmised that Mr. Kellogg caused an explosion by friction while bleaching silk with a sponge saturated with gasoline. There is considerable gasoline stored in this building and it was feared that a serious explosion might result. Mr. Kellogg was too severely burned to discuss the origin of the blaze before being assisted to the hospital.

At the hospital, it developed that while the laundryman had suffered the bleeding of both hands and face and the singeing of his hair, the injuries are more painful than dangerous. He was attended by several physicians, and no serious consequences are feared as a result of his experience with the flames. He was alone in the room at the time.

## H. C. KELLOGG DIES OF BURNS

LAUNDRYMAN SUCCEUMS AT  
ROCKFORD HOSPITAL WEEKENDS-  
DAY AFTERNOON.

While the burns experienced by Hubert C. Kellogg at the time of the fire in the dry cleaning building of the Swiss laundry Monday afternoon were not at first regarded as dangerous, they proved fatal at last, death coming at Rockford hospital at 2:30 o'clock Wednesday afternoon. His death came in the nature of a terrible shock to the family and friends as all had been led to believe that the burns about the head and arms were not of a serious character.

Mr. Kellogg was born in this city April 2, 1877. He was a son of Mr. and Mrs. George F. Kellogg, the father being long deceased. He was the old Rockford insurance company. The family home at that time was in the residence now occupied by Dr. J. A. Wier, W. D. Helm, 74 North Church street.

With the explosion of fourteen years spent in Chicago, the deceased had made his home here. He returned from Chicago about eight years ago on his purchasing the Swiss laundry at 119 North Main street and has been in charge of that industry since. Mr. Kellogg was united in marriage to Miss Bertha E. Miller, May 24, 1905, in Rockford, who survives him. His mother and a brother, Fred Kellogg, now of Cleveland, O., also survive him. The funeral will be held Saturday afternoon at 2:30 o'clock from the home, 423 Park avenue, and at 3 o'clock from the Christian Church, Church Pastor Connolly officiating. Interment will be in the West Side cemetery.

Mr. Kellogg was a member of the Elks and the Country club. He was also one of the leading spirits of the Rockford Gun club. He was a great enthusiast in hunting and fishing and enjoyed nothing as much as a canoe cruise through the lakes and rivers of Wisconsin and Minnesota.

The death of Mr. Kellogg marks the first break in a circle of a dinner club composed of nine couples which has been meeting at the homes of members regularly for a number of years. This organization had its inception in a girls' cooking class which later developed into a social organization into which the husbands of members were admitted at marriage.

Mr. Kellogg was one of Rockford's most promising young business men. He was universally liked and his sudden and tragic end has cast a gloom over the entire community.

The above clippings are taken from "The Register Gazette," Rockford, Illinois, issues of March 22nd and 29th. These are but samples of the many clippings that reach the Editor's desk every day, showing the dangers of handling Gasoline the wrong way.

Salesman A. L. Casey, of the St. Louis District, put one over the other day that made the boys in the Order Department sit up and take notice. He sent in a nice order for the following equipment:

- 1—20-Bbl. 12 Gauge "Chief Sentry."
- 1—Cut 121 Wheel Tank with Cut 73 Lubricating Compartment and Accessories.
- 3—2-Bbl. Cut 115's, complete with all Accessories.

This order amounted to 32 points and what is better yet, it was F. C. W. O.

Salesman T. H. Rhodes, of the Toronto District, is very optimistic regarding the outlook in his territory and says in part in his letter of March 28th:

"I feel sure I can give a good account of myself for some time to come at least. \* \* \* After Easter I will be settling down to steady work. \* \* \* I had set July as the date of my membership, but I am now making it 'The Club by June.' I am working most diligently for one of the bigger offices and hope to get something better than a Directorship, though even that is not to be despised."

## Branch Office Standing

Week Ending April 24th, 1915

### Senior Offices

1. FORT WAYNE.....E. J. Little, Mgr.
2. ALBANY.....J. H. McConnell, Mgr.
3. CHICAGO.....T. D. Kingsley, Mgr.
4. DALLAS.....B. L. Prince, Mgr.
5. SAN FRANCISCO.....D. S. Johnson, Mgr.
6. ST. LOUIS.....G. H. Hastings, Mgr.
7. HARRISBURG.....R. S. Colwell, Mgr.
8. TORONTO.....W. R. Hance, Mgr.
9. ATLANTA.....H. W. Brown, Mgr.

All Senior Offices are steadily gaining. Chicago has struck her stride so you leaders "watch out." Harrisburg made the greatest gain of any Senior Office in the past week.

### Junior Offices

1. DENVER.....C. C. Barnett, Supt.
2. WASHINGTON.....A. W. Dorsch, Supt.
3. NEW YORK.....H. C. Carpenter, Supt.
4. LOUISVILLE.....E. J. Gallmeyer, Supt.
5. PHILADELPHIA.....W. M. Mann, Supt.

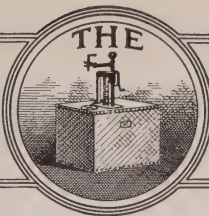
Washington made a big stride forward last week. Denver leads but all the Junior offices are gaining on their quota.

## Standing of Forty High Men, April 27, 1915

Salesman's Name.	Office.	Salesman's Name.	Office.
1. C. R. Eggleston.....	Albany	21. R. W. Sheffer.....	Albany
2. R. Coddington.....	Denver	22. N. A. Ring.....	Albany
3. R. G. Fisher.....	Denver	23. J. J. Manning.....	Chicago
4. W. V. Crandall.....	San Francisco	24. J. F. Vanderembse.....	Denver
5. G. H. Reuben.....	San Francisco	25. R. E. Clement.....	Chicago
6. W. A. Merrill.....	Fort Wayne	26. F. F. English.....	San Francisco
7. A. G. Hartgen.....	Harrisburg	27. C. J. Rogers.....	Chicago
8. D. W. McConnell.....	Albany	28. L. W. Cheney.....	Fort Wayne
9. R. T. Lawrence.....	Chicago	29. J. F. Goran.....	St. Louis
10. G. P. Stovall.....	Washington	30. E. R. Bird.....	San Francisco
11. W. H. Ladd.....	New York	31. N. Mattingly.....	Chicago
12. J. G. Roberts.....	Albany	32. F. E. Bragg.....	Chicago
13. H. A. Leonard.....	Chicago	33. M. C. Benham.....	Chicago
14. F. W. Devereux.....	Albany	34. J. O. McCracken.....	Fort Wayne
15. J. C. White.....	Dallas	35. P. M. Miller.....	Chicago
16. R. L. Duncan.....	Chicago	36. F. H. Richardson.....	Albany
17. R. D. Leonard.....	Harrisburg	37. R. W. Jewel.....	Denver
18. G. W. Elliott.....	Albany	38. F. M. Kennedy.....	San Francisco
19. J. W. Merickel.....	Toronto	39. E. F. Klotz.....	San Francisco
20. G. H. Schnabel.....	Chicago	40. W. H. Pritchett.....	Fort Wayne

## Five High Men by Points in each District, April 26, 1915 (Districts Listed Alphabetically)

ALBANY		DALLAS		FORT WAYNE		NEW YORK	
1. C. R. Eggleston	1. W. W. Ince	1. W. A. Merrill	1. W. H. Ladd	1. W. A. Merrill	1. W. H. Ladd	1. W. H. Ladd	1. W. H. Ladd
2. D. W. McConnell	2. J. C. White	2. L. W. Cheney	2. F. H. Peoples	2. L. W. Cheney	2. F. H. Peoples	2. F. H. Peoples	2. F. H. Peoples
3. N. A. Ring	3. J. M. Tucker	3. W. H. Pritchett	3. G. W. Scott	3. W. H. Pritchett	3. G. W. Scott	3. G. W. Scott	3. G. W. Scott
4. G. W. Elliott	4. R. L. Matthews	4. J. O. McCracken	4. H. Dalgaard	4. J. O. McCracken	4. H. Dalgaard	4. H. Dalgaard	4. H. Dalgaard
5. J. G. Roberts	5. P. W. Lawther	5. W. H. Lease	5. A. B. DeLacy	5. W. H. Lease	5. A. B. DeLacy	5. A. B. DeLacy	5. A. B. DeLacy
ATLANTA		DENVER		HARRISBURG		PHILADELPHIA	
1. T. F. McWaters	1. R. G. Fisher	1. A. G. Hartgen	1. H. A. Vortigern	1. A. G. Hartgen	1. H. A. Vortigern	1. H. A. Vortigern	1. H. A. Vortigern
2. R. W. Maxey	2. R. Coddington	2. R. D. Leonard	2. D. W. Chase	2. R. D. Leonard	2. D. W. Chase	2. D. W. Chase	2. D. W. Chase
3. F. C. Schuster	3. J. F. Vanderembse	3. C. P. Law	3. W. M. Booker	3. C. P. Law	3. W. M. Booker	3. W. M. Booker	3. W. M. Booker
4. M. Bedingfield	4. R. W. Jewel	4. T. V. Hazlett	4. W. S. Parker	4. T. V. Hazlett	4. W. S. Parker	4. W. S. Parker	4. W. S. Parker
5. L. W. Crow	5. H. U. Earle	5. M. A. DeSouza	5. J. B. Comber	5. M. A. DeSouza	5. J. B. Comber	5. J. B. Comber	5. J. B. Comber
CHICAGO		ENG. SALES		LOUISVILLE		ST. LOUIS	
1. R. T. Lawrence	1. H. E. Dobson	1. Max Heintze	1. W. E. Tansley	1. Max Heintze	1. W. E. Tansley	1. W. E. Tansley	1. W. E. Tansley
2. R. L. Duncan	2. E. L. Milliron	2. F. L. Alsobrook	2. G. P. Dickey	2. F. L. Alsobrook	2. G. P. Dickey	2. G. P. Dickey	2. G. P. Dickey
3. J. J. Manning	3. S. F. Taylor	3. D. Moore	3. J. F. Goran	3. D. Moore	3. J. F. Goran	3. J. F. Goran	3. J. F. Goran
4. M. C. Benham	4. W. B. Stamford	4. J. B. McPherson	4. W. H. Coddington	4. J. B. McPherson	4. W. H. Coddington	4. W. H. Coddington	4. W. H. Coddington
5. R. E. Clement	5. H. S. Johnson	5. W. F. Nerin	5. W. A. Lee	5. W. F. Nerin	5. W. A. Lee	5. W. A. Lee	5. W. A. Lee
SAN FRANCISCO		TORONTO		WASHINGTON		WASHINGTON	
1. W. V. Crandall	1. T. H. Rhodes	1. T. H. Rhodes	1. G. P. Stovall	1. G. P. Stovall	1. G. P. Stovall	1. G. P. Stovall	1. G. P. Stovall
2. G. H. Reuben	2. J. W. Merickel	2. J. W. Merickel	2. D. W. Darden	2. D. W. Darden	2. D. W. Darden	2. D. W. Darden	2. D. W. Darden
3. F. M. Kennedy	3. W. Hickingbottom	3. W. Hickingbottom	3. J. T. Gibbons	3. J. T. Gibbons	3. J. T. Gibbons	3. J. T. Gibbons	3. J. T. Gibbons
4. E. R. Bird	4. E. J. Murphy	4. E. J. Murphy	4. L. O. Pack	4. L. O. Pack	4. L. O. Pack	4. L. O. Pack	4. L. O. Pack
5. E. F. English	5. H. Beique	5. H. Beique	5. A. L. Corbin	5. A. L. Corbin	5. A. L. Corbin	5. A. L. Corbin	5. A. L. Corbin



### THE "BIG CHIEF" WITH THE DECKS CLEARED FOR ACTION

The Editor is safe in venturing to say that there isn't a harder working man in the entire organization than the "Big Chief," Mr. S. B. Bechtel, General Manager.

Not only is it his duty to formulate policies, but he has to see that they are executed. He stands at the apex of the organization pyramid. It is up to each one of us to support him and recognize the tremendous responsibility thrown upon his shoulders. If we do not, then the pyramid is inverted and the weight of the whole organization rests upon him.

To those of you who know the "Big Chief" little need be said, but to those of you who do not, the Editor wants you to get acquainted with him and he knows no better way than to reproduce his likeness in his workshop so you can see for yourselves just what manner of man he is.

Many of you in the West will become better and more personally acquainted with him in the very near future as he expects to go on an extensive trip to the coast in the next few days.

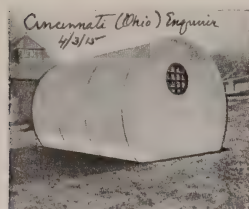


On April 17th, W. A. Merrill reported one call and one sale. In his remarks he said, "Sick with a cold today. The Doctor made me take a lot of his little pills but I got even by selling him a tank." We are sure that the prescription Mr. Merrill gave the Doctor is going to do him, the Doctor, a whole lot more good than a whole lot of the pink pills that doctors dish out.

### ← A FINE INSTALLATION

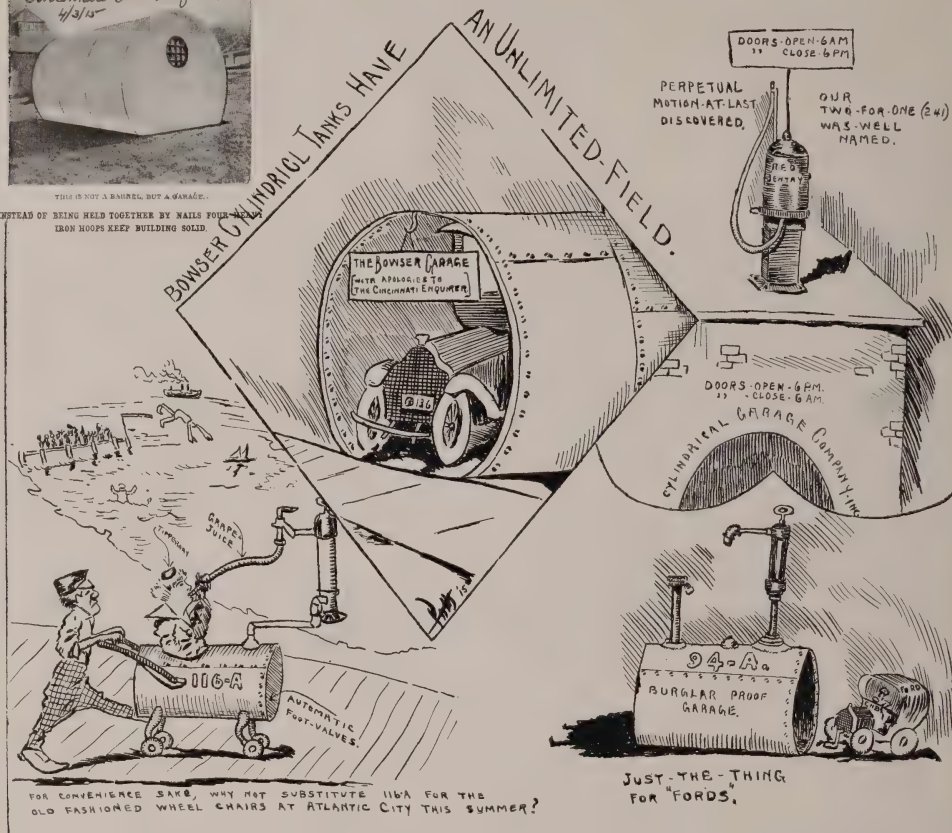
Salesman G. P. Dickey's Sale of a "Chief Sentry" to  
R. I. Smith, General Storekeeper,  
Taylorville, Illinois.





THIS IS NOT A BARREL, BUT A GARAGE.

INSTEAD OF BEING HELD TOGETHER BY NAILS FOUR-  
IRON HOOPS KEEP BUILDING SOLID.



FOR CONVENIENCE SAYS, WHY NOT SUBSTITUTE 116-A FOR THE  
OLD FASHIONED WHEEL CHAIRS AT ATLANTIC CITY THIS SUMMER?

### SOME CARTOON

The above cartoon is by Salesman R. W. Potts, of the Fort Wayne District. In explaining we will use his own words:

"I am not a cartoonist, Mr. Townsend (the Editor agrees heartily with this statement), but I am so filled with Bowser enthusiasm that I would like to see our Cylindrical Tanks become a 'fad' as well as a necessity; hence, my illustrated ideas."

The best showing on terms we have seen in many a day is that of Mr. J. H. Wilson, of the Denver District, for the Month of March:

Full Cash with Order .....	75.6%
Thirty Days .....	20.3%
Miscellaneous .....	4.1%

This record is something for most of us to shoot at.

One of Mr. Kingsley's assistants, "Bob" Safford, of the Chicago Office sold a wheel tank on a Saturday

afternoon when the office is supposed (?) to be closed.

### ANOTHER ENTHUSIASTIC ENDORSER

LINEWEAVER BROTHERS

Dealers in

Fancy Groceries, Fruits and Vegetables

Harrisonburg, Va., March 2, 1915.

To Whom It May Concern:—

We have been using a Bowser Oil Tank for a good many years and have always found it satisfactory. We would not think of handling oil without the Bowser tank.

(Signed) LINEWEAVER BROS.

Salesman N. B. Steele is a consistent and persistent producer in the Washington District. Recently he sent in a very nice order from a Hardware Store for a "Red Sentry" Cut 241 and a 6,000 gallon tank.

Going this gait he's apt to Steele the honors from Stovall and Gibbons.

# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY  
S. F. BOWSER & COMPANY

Edited by GEO. A. TOWNSEND

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS EMPLOYEES

MAY 15, 1915

## GREATER SALES EFFICIENCY

"Enthusiasm is the genius of sincerity, and truth accomplishes no victories without it."—Sir Bulwer Lytton.

We who are intent upon making our arguments bring results, whether on the road or in the office, should memorize the above.

To attain greater sales efficiency one must develop and control in himself the qualities that are conducive of good health, honesty and sincerity. He must know his goods, must have tact and possess initiative, must be industrious, original and thoughtful, and "chuck full" of optimism and enthusiasm.

Optimism is the sunshine of positive assurance.

The real thing in enthusiasm means a constant, consistent belief that what you have to offer is just a little better than what the other man has—and you simply just have to talk about it.

Greater sales efficiency is a process of development—the elimination of negative forces and putting in their places positive forces. It means character building—and no one can build your character but yourself.

Enthusiasm, sincerity and truth make a trio quite impossible to improve upon in greater sales efficiency.

## A BOWSER SALESMAN

A Bowser salesman is an efficiency man  
Who grows so very efficient  
That each little thing that he will scan  
Seems woefully insufficient.

He finds deficiencies here and there,  
In fact he is near omniscient;  
So he sets to work to fix things so  
That nothing will be deficient.

He fixes up this and he fixes up that,  
With many a pump and filter,  
Till in time he really begins to think  
The trade will think him a tinker.

So far his mind to sufficiency ran  
That nothing was ever sufficient;  
No matter how competitors scheme or plan  
He'd say that they still were deficient.

So all of his time he toils and strives  
At making his territory efficient,  
Until at last he will be called from here  
When he almost becomes omniscient.

"S. F. B." will carve his name on a "tablet of Bronze"  
With many a fine incision.  
Such honors are for the "also ran."  
But for him who works with precision.

(Signed) CHARLES. MACNICHOLS,  
St. Louis District.

## AN HONEST CONFESSION IS GOOD FOR THE SOUL

April 13, 1915.

Mr. J. H. McMurria,  
Augusta, Ga.

Dear Sir:

It has just been one year since I purchased the Bowser outfit from you. Since then I have sold 31,000 (thirty-one thousand) gallons of Gasolene, with a profit of 3 cents per gallon, which nets me, a profit of \$930.00; to say nothing of the lubricating oils I have sold. I did not expect to sell one-fourth of the Gasolene that I have sold, still you told me I would. My only regret is that I did not buy the Cut 241 "Red Sentry," Five-Barrel outfit as you suggested, instead of the Two-Barrel, Cut 95, as I am sure it would have sold even more Gasoline for me.

For the amount of money involved, I make twice the money out of this Bowser outfit than I do out of my grocery business. I want you to know that I am well pleased with my purchase, and thank you for selling me anyway, even though I insisted that I could not see where I could make any money out of the purchase.

Yours very truly,  
(Signed) B. L. HARBERTSON,  
No. 1253 Broad St.,  
Augusta, Ga.

## EXPERIENCE COLUMN

Wyalusing, Pa., March 28, 1915.

Dear Mr. Townsend:—

I wish to thank you for your good wishes and hope to be one of the Pacemakers by next January.

Below is an experience which I believe will interest you the same as it did me.

On Wednesday last, I arrived in ..... calling on ..... who had bought a "Red Sentry" from me on February 23, 1915. He had received same and it was already installed. When I approached him he had a long face on and said the pump was not as represented and would not pump accurately or the same amount each time. After trying the pump with nozzle closed I found the pressure was O. K.

Now, it was up to me to show him the trouble and being my first experience am glad to say I made good. This is how it was done.

Thursday morning the pump was still out of order and after calling Harrisburg I decided to find out for sure whether the pipe line was absolutely tight. After getting the plumber who installed same, I put on a pair of overalls and used a pick and shovel, helping to dig down to the tank.

Well, to make a long story short, I found that he had failed to use the litharge and glycerine on the foot valve connection.

This was great experience as I learned how to install the gasoline equipment and also made a satisfied customer out of a dissatisfied one—just a little work and time, but he will be a Bowser Booster forever.

Motto: Always keep your customers satisfied—they might want some other self-measuring outfit some day and also their friends and neighbors.

Thanking you again for your personal letter,  
I remain,  
Yours truly,  
(Signed) H. A. FOLSOM.



### OUR NEW STORE AND GARAGE SALES MANAGER, MR. L. P. MURRAY.

Possibly the best way to give the entire sales organization an insight into the character of this man, and believe us he is some man, is to recite a little incident that happened in Chicago before he left his position there as District Manager to assume the greater duties as Sales Manager of the Store and Garage Sales Department, with headquarters at the Home Office.

Members of the Chicago District wanted to remember Mr. Murray with a little token in appreciation of his co-operation and friendship with every man in the Chicago District. On the Saturday afternoon before he came to Fort Wayne, Mr. Murray invited some of the nearest salesmen and in fact all that could get in on Saturday, to take luncheon with him. Just before the delegation left for downtown to attend the luncheon they all gathered in Mr. Murray's private office and with only a few words presented him with a diamond Masonic ring, bearing the emblem of the 32nd degree Mason.

At the same time they gave to Mrs. Murray, who although not present, a beautiful, sterling silver sugar and creamer. Mr. Murray handed the package to her personally at the hotel in the evening.

To quote Mr. T. D. Kingsley's own words on the subject is expressive and The Editor can add nothing further regarding it.

"This is all there is to say, George. I want to say that we all miss Mr. Murray greatly—he is loved and respected by every man in the Chicago District. Mr. Murray knows the sincerity of the friendship of every man for him and the sigh he heaved when he opened the box containing the ring, expressed fully his feeling of appreciation."

On Wednesday afternoon, April 7th, Mr. Harry Gunn, of the Dallas District, and Miss Marvel Myrick, of San Antonio, were married at the home of Mr. and Mrs. J. M. Rorex, 1113 Canton St., Dallas, Texas. An informal reception followed the ceremony.

Congratulations, Harry! We shall expect you and Mrs. Gunn to be with us during the Pacemakers Convention.

P. S. Harry has been slightly rattled since his marriage—he has received an order from him for a "Chief Centry" Pump, F. W. C. O.

### RESIGNATION OF MR. J. H. MCCONNELL, MANAGER OF ALBANY DISTRICT ACCEPTED.

We regret to announce the resignation of our old friend, Mr. J. H. McConnell, who has been with us for a number of years and for the past two and a half years has been District Manager at Albany.

Mr. McConnell was not wholly in accord with our working methods and policies. The management, therefore, accepted his resignation, feeling that entire harmony and active co-operation is absolutely necessary to success throughout the organization.

We regret to lose the services of Mr. McConnell, for whom we all have the highest personal regard and will always remember him kindly for his many excellent qualities.

\* \* \*



### OUR SALES EXECUTIVE

MR. J. G. RODMAN.

From the expression on Mr. Rodman's countenance he is evidently thinking of the landing he would make after the automobile experiment he has promised to make with Mr. Briggs in the future

\* \* \*

We sympathize deeply with Mr. T. F. McWaters of the Atlanta District, who so lately has lost his mother.



## IS A BOWSER A GOOD INVESTMENT?

(By D. Moore of the Louisville District.)

I have used with good results the following, when price is complained of:

"Mr. Jones, a Bowser tank is the cheapest thing you ever bought. Aside from its convenience (which any progressive merchant will admit is alone well worth the price), you have saving of oil, cleanliness of handling, exemption from oil contaminated goods, and your fire risk cut to a minimum. Your old style tank is the most expensive fixture that any man ever bought, with its added inconvenience and filth.

MOST MERCHANTS ABHOR THE HANDLING OF OIL



"Let me prove it to you. You buy oil at 11½ cents per gallon and sell for 15 cents. You think you are making 3½ cents profit per gallon,

but, in fact, you do not really know what your net returns are, or whether you are even getting your money back. As a progressive merchant you will admit loss from evaporation, from spilling, from over-measure, from guess-work in selling five and ten cent quantities, from filling bottles and jugs and ninety-nine times out of one hundred you "guess" in the customer's favor.

"Suppose you really do make a net 3½ cents per gallon—that is a little over 26 per cent. on your investment in oil. If you only handle one barrel per month, this would mean a turn-over of your money twelve times per year, or net you 312 per cent. annually on your investment. If you handle two barrels per month, this would mean twenty-four turnovers annually of your money and result in 624 per cent. on your investment. In fact however, Mr. Jones, where you tell me you are handling fifty gallons per week, it means that your returns on the original investment at the end of the year are 1,352 per cent.

"Most merchants abhor the handling of oil to the extent that very few are alive to the profit in oil, and consequently are not fixed to handle it in a safe and convenient manner. Big, lucrative returns are eluding the merchant who is not far-sighted enough to employ our modern method of handling oil and in that manner bringing his sales up to three or four barrels per week, as against the meager business of 'tin can' caliber.

"Now let me show you how a Bowser will bring this enormous profit accruing from the handling of oil to your cash drawer and at the same time assist you in increasing your other business, for when you have people coming into your place for clean, accurately measured oil you can easily supply their other demands because your up-to-date methods of business attract them. I have demonstrated and proved beyond question that the known savings selling oil from a Bowser is two cents per gallon, which is \$1.00 per barrel, or practically 20 per cent. on the cost of a barrel of oil. Certainly, if we add the losses of oil spilled, evaporated, or given away in five and ten cent guess-work, and in

THE OLD STYLE TANK IS THE MOST EXPENSIVE FIXTURE YOU EVER BOUGHT



filling bottles and jugs, it is much in excess of 20 per cent, but we will call it just 20 per cent. and use what we get; figures as you know, can never lie.

"One barrel per month—20 per cent. savings—is 240 per cent per year; two barrels per month, 480 per cent. per year; one barrel per week, 1,040 per cent. per year profits that you are not now getting. Now let's compare your 'old way' with the 'Bowser way.'"

## OLD WAY

1 barrel per month .....	72% profit
2 barrel per month .....	144% profit
1 barrel per week .....	312% profit

## BOWSER WAY

1 barrel per month .....	312% profit
2 barrel per month .....	624% profit
1 barrel per week .....	1352% profit

"The convenience of handling, cleanliness, saving of time, wiping out the fire hazard, no soiled clothes, no soiled floors, no contaminated goods—all these are thrown in as added good measure.

"So now, Mr. Jones, you are convinced, and that for the first time in your life; you never realized how much profit there is in oil—and you are equally as well convinced that Bowser will in deed and truth practically double that enormous profit. The merchant who is careful to make all of the legitimate profits that are due him, is the successful merchant. Not the would-be merchant who was born with the cry of 'hard times' on his lips."

Salesman J. C. White, of the Dallas District, has recently purchased a "go-cart." He has it so well trained that he can throw the lines over the dashboard and talk with both hands.

\* \* \*

Salesman J. W. Crawford is a new recruit to the Dallas bunch. We wish you success, Mr. Crawford.

\* \* \*

Mr. Phil V. Peel, of the St. Louis District, who has been with us but a short time, shows on his Summary of Daily Reports, "April 1st, 3 calls, 1 sale, 8 pts." Mr. Peel said he had not felt well that day and did not work fast. It must have been an April Fool. On the 2nd of April, he shows "7 calls, 1 sale, 7 pts" and on the 3rd "7½ pts."

After a fellow has gone out and had three days like that he certainly ought to feel like having three more.

\* \* \*

Mr. J. L. Hobbs, of the St. Louis District, recently celebrated his birthday by making 1 call, 1 sale, amounting to 7 pts. On the day after, he felt so badly that he only made one call again and only "one sale, amounting to 7 pts.

If you feel that badly every day, Mr. Hobbs, you are certainly going to make some one hump for some of the honors in the Pacemaker's Club. Just keep it up.

\* \* \*

Mr. T. C. Plasterer, who began work under the Ft. Wayne District on the 5th of April, made a fine start by closing sales amounting to 8 pts. on the 7th, and 5½ pts. on the 8th, four sales in all.

Mr. Plasterer may not do that every day but he certainly is showing some style in the "start-out."

\* \* \*

Mr. R. M. Baum, of the Chicago District, recently sent in a fine public garage order calling for 1 12-bbl., C-12, Cut 241 Outfit and a complete Lubricating Oil Equipment, the entire order amounting to almost 16 points, and it was sold F. C. W. O.

## HOW THEY DO THINGS IN TEXAS

### Salesman J. Milton Tucker of Dallas District Refutes All Arguments That Ours Is not a Repeat Sales Proposition

District Manager W. M. Mann received the following letter from Salesman J. Milton Tucker, which is self-explanatory regarding the sales he has made to the Model Laundry and Dye Works, Galveston, Texas:

Houston, Texas.

Mr. W. W. Mann, Manager,  
Dallas District.

Dear Mr. Mann:

Attached hereto is my  
ject. The allowance to

order No. 382 for this sub-  
be made for the exchange  
of the Cut No. 47, is left  
open on the order for the  
reason that I have not  
been furnished with Page  
No. 9 Sheet on 'Exchange  
Allowances,' said page no  
doubt covering allowance  
for Cut No. 47 Pump. The  
Exchange Report Card,  
for the amount of allow-  
ance, is also left open for  
the same reason.

Please equip this Cut  
No. 41 Pump with a set  
of seals and charge list on  
the same invoice of the  
Cut 41 Pump

There is an exception-  
ally good lesson involved  
in the continual patronage  
that we have enjoyed from  
this subject. About five years  
ago they started in the dry  
cleaning business, in con-  
junction with their laundry  
business, and purchased a  
small gasoline tank with a  
Cut No. 47 Pump. In Novem-  
ber, 1912, I sold them a com-  
plete 5-tank, four-barrel sys-  
tem, with two Cut No. 705  
Plunger Pumps for a second  
story installation—sale price  
43 points. In 1913 I sold them  
a 1200-gallon fuel oil tank, with  
trimmings, and one of our  
No. 1, Cut No. 751 Registering  
Measures—sale price 9 points.  
In 1914 I sold them a 5-barrel  
conical bottom tank to com-  
plete the 1912 five-tank  
Dry Cleaning System, a Cut  
145-A Filter and ten feet  
of Metal Lined Hose to use  
on the old Cut No. 47 Pump—  
price 3 points; and five 2-barrel,  
Cut No. 64 outfits and trimmings  
for lubricating oil—price  
net 9 points. And in 1915  
(today) I sold them a Cut  
No. 41 for measuring the gaso-  
line to their auto delivery  
cars, making business of about  
65 points. And the beauty of  
it, all of this was sold on  
thirty days net and the pur-  
chaser took the 2% discount  
in ten days on each purchase.

This evidently proves that it  
pays and pays well to follow  
up sales to any of our cus-  
tomers, and from the fact  
that every time something  
comes up which necessitates  
the handling or the measur-  
ing of oil, we are in line to  
take care of their needs.

I started in to ask for some  
assistance, and that is, you  
can see from the above what  
business the subject is oper-  
ating and what equipments  
they have purchased, and I  
would like for some one to  
advise what is left in our  
line that they should have.  
Can you assist me?

Awaiting any suggestions  
you may have to offer and  
with kindest regards, I am,

Yours very truly,

(Signed) J. MILTON TUCKER.

Mr. H. A. Leonard, one of Chicago's "whirlwinds," made another record for the month of March, closing nearly 100 pts. worth of business, 77% of which was F. C. W. O. We thought it was about time that Harry was pulling off some such stunt as we had not heard from him for some time.

\* \* \*

Salesman Herman L. Rolf, of the Engineering Sales Department, was a very welcome visitor at the Editor's Office Saturday, April the 10th. Mr. Rolf is one of our filtration enthusiastic experts.

\* \* \*

Mr. F. M. Baker, who just began work in the Chicago District, reports under date of March 26th, seven calls, three sales amounting to 16 pts. Of this amount 12 pts. was C. W. O. You are to be congratulated, Mr. Baker, on a day like this.

### "PRICE TOO HIGH"

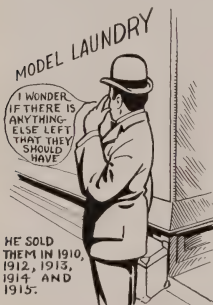
Here is a favorite one of Mr. J. G. Rodman's:—clothe it in your own words and try it. Almost every merchant has some pride; this argument is so framed that you touch his dignity and instead of opposing you he is more apt to agree that you are correct, this in turn will put him where it is not easy to say "NO."

"Mr. Merchant, you say you know all about the Bowser equipment; it does all we claim for it but it is too high in price. Our goods are built up to a Standard, not down to a Price. You must have noticed one thing about us, I am sure that we do not treat you as if we considered you a bargain hunter. Our arguments in favor of our Equipments are not directed to your low price sense. We figure that there are enough up-to-date merchants who measure the price they pay by what they get, to keep our factories always busy and to support a workmanship in the values offered.

"In covering my territory, I have found that the merchant who cannot see the value of time and labor saving devices in the conducting of his business, is, as a rule, having the hardest time making both ends meet. Salesmen come to him with modern equipments, built to save his time, to stop a leak, to turn his losses into profits. He turns them down by saying: 'Your price is too high,' and goes on paying for modern devices without getting the use of them."

"Good business judgment would prove to him his mistake if he would stop to think that when he built his store and placed a new stock of goods in it, he certainly did not expect to get his investment back in a single year but on the contrary expected to use stock and store as the vehicle to make money for a lifetime or a reasonable term of years."

"The weak-kneed merchant will say: 'I can't afford it.' Of course, he can't and he never will until he takes the 'bull by the horns' and makes up his mind that the modern 'up-to-date' merchant must conduct his business along up-to-date methods or be satisfied to see his competitor who is more up-to-date take the business away from him. Show me a merchant who purchases fixtures for his business that will save him money and I will show you a man who is wise as to how best to make money."



## SELLING PRIVATE GARAGE GASOLENE EQUIPMENT

### The Way W. F. Eastman Believes in Giving Service to His Customers

Mr. Eastman believes first of all in selling a man what he should have and considers it unfair to sell a man say, a 3-16 in., 15 barrel tank if he plainly sees that he has use for only a 6 barrel 12 gauge. On the other hand, Mr. Eastman believes it as

great an injustice to sell a man less than he should have, a smaller tank of lighter gauge or a pump of lighter construction than is suited to his needs and in keeping with the other surroundings in the garage.

What struck us forcibly in our talk with Mr. Eastman was the way he spent his time in giving service to the prospect. Take for example, Mr. Jones asks for quotation on an A No. 1 Gasoline Storage Outfit for his private garage. Not the highest price, you understand, but a first class outfit suitable for his needs. Mr. Eastman quoted him on a Cut No. 41 outfit, believing that this outfit was thoroughly in keeping with his car and other equipment. The prospect could not see the price in the Cut 41.

"Eastman, You're Crazy," he says. "My brother has one of your little pumps that works up and down and he has twice as much money as I have, yet he says that pump is plenty good enough for him. I do not see any reason why I should put the money in such a pump as you are trying to sell me."

Mr. Eastman had been over the situation and said to the prospect:

"Mr. Jones, you asked me to quote you on an A No. 1 Outfit. I am not quoting you on the highest priced outfit we have, but I have been up to your garage and looked over the grounds. I have also been selling Bowser Equipment for a number of years and from my past experience, I feel that the Cut No. 41 outfit is the one that you should have. It doesn't matter what your brother has, but it does matter to me what you should have. I know from years of experience this is the outfit you need," etc., etc.

The result was that the prospect was closed for a Cut No. 41 Private Garage Equipment.

\* \* \*

Salesman J. E. Lipsey, of the Dallas District, is hot on the trail and we may expect to hear something doing in Louisiana in the very near future.

\* \* \*

Salesman J. H. Smith, of the Dallas District, is an old Bowser man and when he says he is optimistic regarding results to be obtained in his territory this summer, it means something.

\* \* \*

Salesman E. E. Lowe, of the Dallas District, is once more out after big business and believes he'll get it. Mr. Lowe is going to put Arkansas right up among the top-notchers this year.

Salesman R. A. Choat, formerly of the Denver District, has recently been transferred to the Dallas District—Denver's loss and Dallas' gain. We wish you success, Mr. Choat, in your new field.

Our heartfelt sympathy goes out to Salesman Chas. J. Rogers, of the Chicago Office, whose father passed away on April 3rd. Many of the Chicago boys know Mr. Rogers and join with the Editor in this expression of sympathy for his loss.

\* \* \*

Salesman A. A. Parsons wrote on April the 5th, upon his Daily Report, the following:

No. of Calls Made—4

No. of Sales Made—1

Amount of Sales—6 pt. F. C. W. O.

Remarks: Another one of "them things" the Boomer Editor dislikes so much.

## CONDITIONS

**Salesman L. B. Robinson of the Dallas District Says General Conditions Do Not Interest Him as Business Is Good and Still Getting Better**

Muskogee, Oklahoma.

Mr. W. M. Mann, Manager,  
Dallas Office.

Dear Mr. Mann:—

Mighty glad to get the news that..... of ..... are duplicating their order of last July for a Cut 101, etc. I knew this was coming.

I wish to call your attention to the fact that I sold this original order under the most severe competition and my price was more than \$80 higher than the next nearest man, so this duplicate is certainly a tribute to our goods.

I specially note that you want me to "find more like my 254," and that you may be up to see me soon.

I wish you to feel that right here is one little ray of sunshine who believes that business is good and still getting better. I notice I never catch any of the big ones except when I am fishing for the little ones, and I am after the few there are all the time, and you can bet on my continuing through "hell and high water."

General conditions don't interest me and I pay no attention to them. If every man in the world changed his occupation every time there was a hill to pull over, this would be a deuce of a world to live in, wouldn't it? You can tell from my white hair that I have had my troubles in the past; I expect to have lots of it in the future, but I do not expect to have any work to do which is more interesting than that with the BOWSER Company, nor any in which the troubles will be as well paid for as they will be in our concern. I am for keeping fighting straight through every minute, and not deserting the ship on account of one cloud in the sky.

Any time you want anybody at the Dallas Branch to be filled up on ginger and bounced back on his job with more energy than ever, sic him onto me.

Very truly yours,  
(Signed) L. B. ROBINSON.

MY BROTHER SAYS ONE OF YOUR LITTLE PUMPS IS GOOD ENOUGH FOR HIM





# Branch Office Standing

Week Ending May 8th, 1915

## Senior Offices

1. FORT WAYNE.....E. J. Little, Mgr.
2. ALBANY.....Mgr.
3. CHICAGO.....T. D. Kingsley, Mgr.
4. SAN FRANCISCO.....D. S. Johnson, Mgr.
5. DALLAS.....B. L. Prince, Mgr.
6. ST. LOUIS.....G. H. Hastings, Mgr.
7. HARRISBURG.....R. S. Colwell, Mgr.
8. TORONTO.....W. R. Hance, Mgr.
9. ATLANTA.....H. W. Brown, Mgr.

This is some race—four Senior Offices bunched in the lead with the rest coming strong. Its any man's race now. Toronto made the greatest individual gain last week with Frisco right upon their heels. Eow! Go to it!

## Junior Offices

1. DENVER.....C. C. Barnett, Supt.
2. WASHINGTON.....A. W. Dorsch, Supt.
3. NEW YORK.....H. C. Carpenter, Supt.
4. PHILADELPHIA.....W. M. Mann, Supt.
5. LOUISVILLE.....E. J. Gallmeyer, Supt.

Denver is striving to make good her mottoe "What she has she keeps," but Washington made a perceptible gain last week and is "going some" believe us. Philadelphia is some goer, too.

## Standing of Forty High Men, May 11, 1915

Salesman's Name.	Office.	Salesman's Name.	Office.
1. C. R. Eggleston.....	Albany	21. R. D. Leonard.....	Harrisburg
2. B. W. Stamford.....	Eng. Sales	22. E. F. Klotz.....	San Francisco
3. R. G. Fisher.....	Denver	23. N. Mattingly.....	Chicago
4. W. V. Crandall.....	San Francisco	24. R. E. Clement.....	Chicago
5. R. Coddington.....	Denver	25. J. C. White.....	Dallas
6. G. H. Reuben.....	San Francisco	26. G. H. Schnabel.....	Chicago
7. A. G. Hartgen.....	Harrisburg	27. J. O. McCracken.....	Fort Wayne
8. W. A. Merrill.....	Fort Wayne	28. F. H. Richardson.....	Albany
9. F. W. Devereux.....	Albany	29. E. R. Bird.....	San Francisco
10. R. T. Lawrence.....	Chicago	30. R. W. Jewell.....	Denver
11. J. J. Connelly.....	Eng. Sales	31. R. W. Sheffer.....	Albany
12. W. H. Ladd.....	New York	32. F. M. Kennedy.....	San Francisco
13. D. W. McConnell.....	Albany	33. G. W. Elliott.....	Albany
14. G. P. Stovall.....	Washington	34. E. J. Murphy.....	Toronto
15. L. W. Cheney.....	Fort Wayne	35. R. L. Duncan.....	Chicago
16. J. G. Roberts.....	Albany	36. P. E. Bragg.....	Chicago
17. H. A. Leonard.....	Chicago	37. E. F. English.....	San Francisco
18. C. J. Rogers.....	Chicago	38. M. C. Benham.....	Chicago
19. N. A. Ring.....	Albany	39. P. M. Miller.....	Chicago
20. J. J. Manning.....	Chicago	40. J. F. Vonderembse.....	Denver

## Five High Men by Points in each District, April 26, 1915

(Districts Listed Alphabetically)

ALBANY					DALLAS					FORT WAYNE					NEW YORK																								
1.	C. R. Eggleston	2.	F. W. Devereux	3.	D. W. McConnell	1.	N. A. Ring	5.	G. W. Elliott	1.	W. W. Ince	2.	J. C. White	3.	R. L. Matthews	4.	J. M. Tucker	5.	P. W. Lawther	1.	W. A. Merrill	2.	L. W. Cheney	3.	W. H. Pritchett	4.	W. J. Fates	5.	J. O. McCracken	1.	W. H. Ladd	2.	F. H. Peeples	3.	H. Dalgaard	4.	G. W. Scott	5.	F. J. Libbey
ATLANTA					DENVER					HARRISBURG					PHILADELPHIA																								
1.	T. F. McWaters	2.	R. W. Maxey	3.	F. C. Schuster	4.	M. Beddingfield	5.	L. W. Crow	1.	R. G. Fisher	2.	R. Coddington	3.	R. W. Jewel	4.	J. F. Vonderembse	5.	H. U. Earle	1.	A. G. Hartgen	2.	R. D. Leonard	3.	C. P. Law	4.	F. V. Hazlett	5.	W. B. Offerle	1.	H. A. Vortigern	2.	W. M. Booker	3.	D. W. Chase	4.	W. S. Parker	5.	J. B. Comber
CHICAGO					ENG. SALES					LOUISVILLE					ST. LOUIS																								
1.	J. J. Manning	2.	R. T. Lawrence	3.	C. J. Rogers	4.	N. Mattingly	5.	R. E. Clement	1.	W. B. Stamford	2.	H. E. Dobson	3.	E. L. Milliron	4.	W. A. Armstrong	5.	S. F. Taylor	1.	Max Heintze	2.	P. L. Alsobrook	3.	D. Moore	4.	J. B. McPherson	5.	J. C. Rogers	1.	G. P. Dickey	2.	W. E. Tousley	3.	W. A. Lee	4.	J. F. Goran	5.	W. H. Coddington
SAN FRANCISCO					TORONTO					WASHINGTON																													
1.	G. H. Reuben	2.	W. V. Crandall	3.	F. M. Kennedy	4.	R. Bird	5.	W. B. Jameson	1.	T. H. Rhodes	2.	E. J. Murphy	3.	W. Hickingbottom	4.	J. W. McKel	5.	H. M. Pickler	1.	G. P. Stovall	2.	D. W. Darden	3.	J. T. Gibbons	4.	W. S. Stoner	5.	N. B. Steele										



## Pacemaker Extra Edition



### THE "OLD MAN" AT THE HELM

A Fine Picture of Mr. S. F. Bowser, Our President, at his desk, in his office—  
taken after writing his Greetings to you men

### *To Our Boys on the Road:*

GENTLEMEN:

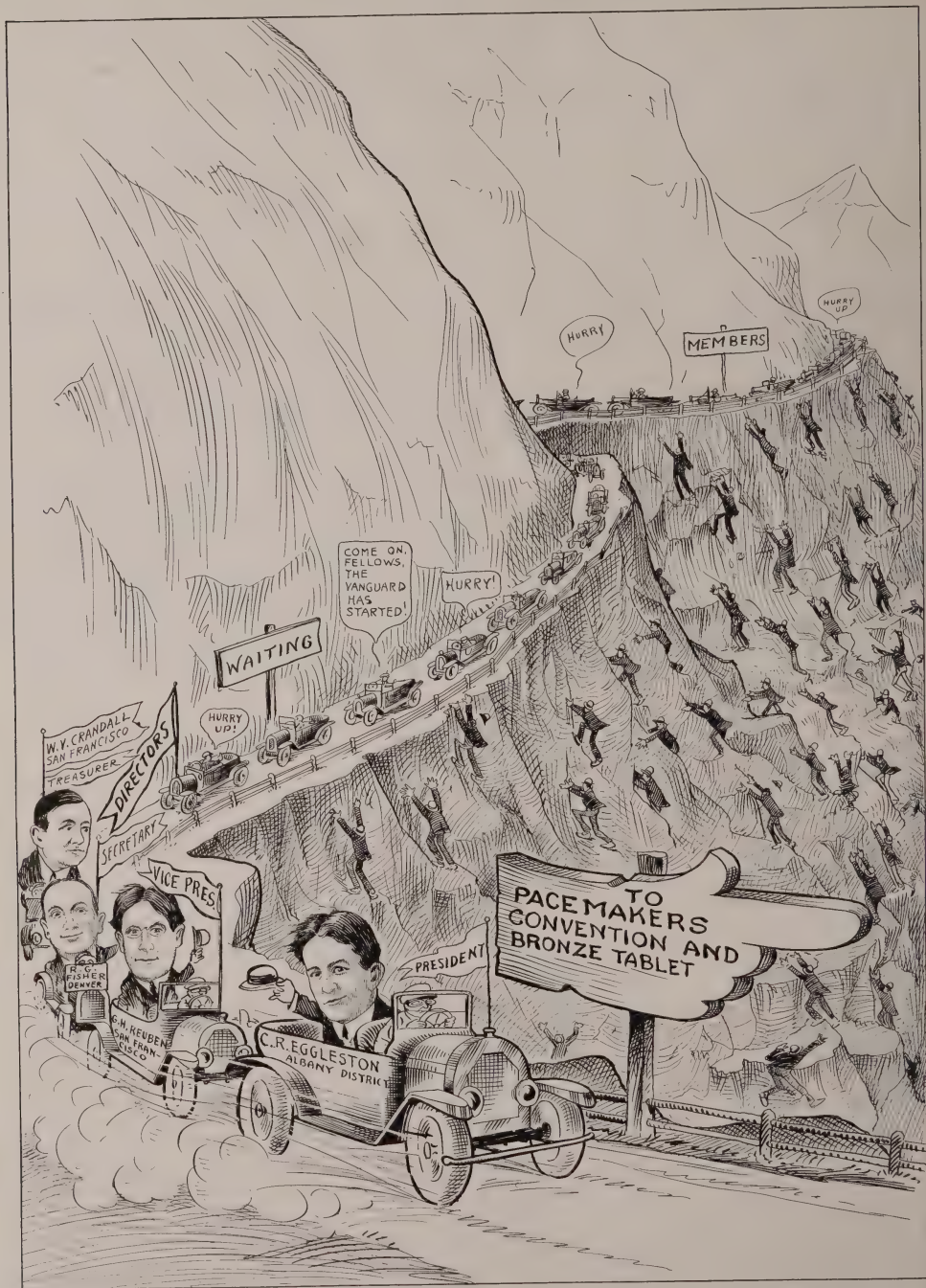
It has been some time since I have dropped you a few lines. This is due to two facts—one is, I have been out of the city a good deal; another is, I have been awfully busy. But I have just a little time now to stop, and look up, and see the great harvest before me of "Tank Order Getting," and as you fellows are the producers of this great crop, I just want to tell you how it looks to me, and what I think about it.

This is my thirtieth summer in which I have had a hand in this crop Producing and Reaping proposition, and frequently among men, who do raise crops, they say, "my crop looks good this year, and I believe I am going to have a good Harvest," and so on. But I want to tell you boys that our crop is good this year, and we are having, and are now reaping the greatest crop that we have ever raised in all our history.

We are receiving from you fellows right around 1000 orders a week, and these orders are thicker and fatter this year than any previous year we ever had; that is, on the average, each order amounts to more in dollars and cents than they ever have amounted to heretofore. Now I am sure you are just real glad to know this and I assure you it gives me great pleasure to give you this splendid information.

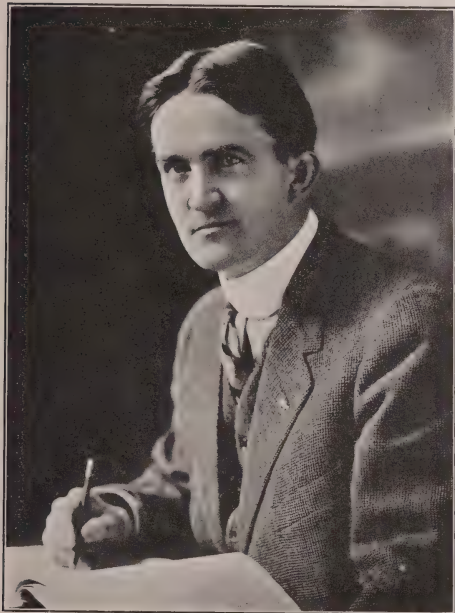
This means success to the salesmen, and success to us, and we are always very, very happy to see our salesmen succeed, and I am sure that our salesmen like to work for a house that is succeeding—that means a lot to both of us, since it is impossible for one to succeed without we both succeed. Therefore we all can throw up our hats and rejoice together.

(Continued on page 240)

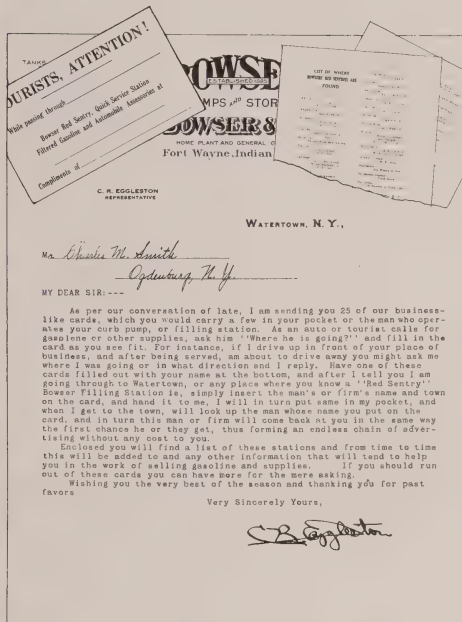




# Rah! Rah!! Rah!!! Albany's Winning Son—President Eggleston—Sis! Boom! Ah!—T-I-G-E-R!!!



MR. C. R. EGGLESTON.  
Of the Albany District



Mr. C. W. Eggleston, of the Albany District, Was Elected President of the Pacemakers' Club on April 22nd, With a Total of 503 Points to His Credit.

Pacemaker, November 29, 1912. Closed year with 507 points.

Pacemaker, October 31, 1913. Closed year with 550 points.

Pacemaker, August 18, 1914. Closed year with 636 points.

President, April 22, 1915. Closed year with — points.

In the May 15th issue of the Boomer we tried to give what we thought were the underlying principles for greater sales efficiency. We stated:

"He must know his goods, must have tact and possess initiative, must be industrious, original and thoughtful, and 'chuck full' of optimism and enthusiasm."

That Mr. Eggleston possesses initiative to a marked degree is evidenced by his work this past year. One of the little stunts he pulled off that undoubtedly assisted him into the Presidency of the Club, was his new method of reaching the trade

who use our "Red Sentries." I am reproducing the form of letter he sends out every six weeks; also the card and a part of the list that he attaches to each one of his letters.

His resourcefulness counts in the long run and is only one of the many sales plans Mr. Eggleston uses in promoting Bowser equipment in his territory.

Another point to notice is the betterment of his record. It was Thanksgiving he first made the Club; then a month earlier the following year; then two months and now this year he beat last year's record by about four months. Maybe next year he will be in by March 1st—he has struck his gait and there is no telling when he will land an honor.

We want to congratulate you, "Eggy," as he is known to his friends, on the fine showing you have made this year. It is not only an honor to be proud of to be President of the Pacemakers' Club, but you have wrested from the West this coveted position and you deserve all the credit that is coming to you. Again we congratulate you on your achievement.

## San Francisco Scores Heavily Electing Two Executives—Mr. G. H. Reuben is now Vice-President



MR. G. H. REUBEN,  
Of the San Francisco District

Mr. G. H. Reuben, of the San Francisco District, Was Elected Vice President of the Pacemakers' Club on April 30th, With a Total of 504 Points to His Credit.

Pacemaker, August 16, 1912. Closed year with 704 points.

Director, July 16, 1913. Closed year with 829 points.

Secretary, April 16, 1914. Closed year with 880 points.

Vice-President, April 30, 1915. Closed year with — points.

Mr. Reuben is for Bowser equipment what Mr. Burbank is for the naturalist. Mr. Burbank has the ability of making two blades of grass grow where only one grew before, or causing a seeming worthless weed to blossom into a beautiful flower.

Mr. Reuben has the ability to visualize to his prospects the future greatness of the business in Arizona. The result is his ability to close orders. He uses a fine tooth comb on his territory, marking each prospect with the class of equipment he should use in his particular line of business and then going after him and selling him.

We are very glad that Mr. Reuben has attained the honor of becoming Vice-President of the Club this year. His reply for the Club to Mr. Bowser's Address of Welcome at the last Convention was a fine paper and splendidly delivered. The Club

would be a heavy loser without his presence at the coming Convention.

Mr. Reuben is a versatile man. He is a college graduate and has edited a paper. He has a fine command of the English language and that rare quality of making all who hear him understand. He does not "shoot over our heads." It is this ability coupled with his persistency and hard work each day that makes him so successful in selling our equipment.

Mr. Reuben's heart is of large capacity—he would like to assist every man in the organization to get to the Convention—he knows the value of such an educational trip.

Loyalty is another strong characteristic of him—he is loyal to his friends therefore loyal to his Company and his prospects and customers.

Look at his record, first a Pacemaker, then a Director, Secretary and now Vice President. Next year—but as Kipling says, "that's another story."

We congratulate you, Mr. Reuben, on your repetition of being an executive of the Club. May you continue year after year to show what a high grade specialty Bowser salesman can do when he will. Here's our hand in welcoming you again into the Club.

# It's Stamina that Counts in a Race—Mr. R. G. Fisher in Capturing the Secretaryship for Denver, Proves his Worth



MR. R. G. FISHER,  
Of the Denver District

Mr. R. G. Fisher, of the Denver District, Was Elected Secretary of the Pacemakers' Club on May 3rd, With a Total of 518 Points to His Credit.

Pacemaker, August 23, 1913. Closed year with 840 points.

Pacemaker, July 3, 1914. Closed year with 1088 points.

Secretary, May 3, 1915. Closed year with — points.

When Mr. Fisher was in the Office at the last Convention, he said that it was a mistake to think that there were seven ages of man. In this day and age there were only three ages or periods to a man's life. Up until he was forty he was more or less unsettled, adventurous and willing to take chances. Between forty and sixty it was a determination to achieve honor and permanent income. After sixty it was a case of looking after his health and knowing how best to spend the money he had made.

Evidently, from Mr. Fisher's record, he must have passed forty in years but not in ability in 1913 and has been hitting a stride ever since that will make anyone hustle to keep up with. Mr. Fisher is a worker of the first class. He is a planner. He does not go off "half cocked," but studies his territory and his line like he does any other problem of life.

We would like to quote part of a letter received from Mr. Fisher under date of May 19th, which gives a keen insight into his character and incidentally shows why he is a successful Bowser Salesman. It shows that Mr. Fisher is out after orders, leaving the honors and profit for later consideration.

"My dear Mr. Townsend:

Your very kind letters and telegrams received except the last one of the 4th which I did not know about until I got your confirmation in this morning's mail. . . .

I have a large territory to get over—lots of inland towns—mighty poor train service—prospects many times long way apart—but I have worked for the business and have not considered I was in the race at all. I got all the business I could all the time, always, in all places. Whether I get the Presidency or not is all the same to me so long as I do my work right each day. But I want to thank you for your very kind letters and good wishes. I have been so busy making jumps at nights and working during the day that I have had very little time to figure on anything but what I was going to say to the next prospect.

We could go on talking about Mr. Fisher for some length, but we are satisfied that this personal letter to The Editor is better indication of his character and ability than anything we could say. We offer our apology to you, Mr. Fisher, for using it, but we think that the results will justify its reproduction.

We certainly are glad to welcome you again into the Club and extend the heartiest congratulations for your record this year.



# A Four-Time Winner—Mr. W. V. Crandall Wins the Treasurership of the Club for San Francisco District



MR. W. V. CRANDALL,  
of the San Francisco District

Mr. W. V. Crandall, of the San Francisco District, Was Elected Treasurer of the Pacemakers' Club on May 3rd, With a Total of 501 Points to His Credit.

President, April 10, 1912. Closed year with 1232 points.

Vice-President, May 3, 1913. Closed year with 1285 points.

Vice-President, April 15, 1914. Closed year with 1612 points

Treasurer, May 3, 1915. Closed year with — points.

1910—Third Man.

1913—Second Man.

1914—First Man.

1915— ?

We regret that we haven't a better picture to show of Mr. Crandall, but his extreme modesty has prevented us from getting it. When he was here at the Convention last year we urged him to go and have a new photograph taken, but he shied off and we were unable to get a new likeness of him.

This year we hope to be more successful.

Anyone who expects to beat Mr. W. V. Crandall to an executive position has got to get in the game at the start and stick six days in the week and twelve or more hours each day. His record shows that the latest he has ever made the Club is May 3rd. You notice he was elected Vice-President on May 3, 1913, and secured the honor of Treasurership on the same date this year. He lost the Secretaryship not by time but by volume of business, as Mr. Fisher came in on the same date with 518 points of business while Mr. Crandall could only be passed, entered and credited with 501 points.

The lives of some men are an inspiration. Mr. Crandall's persistent and consistent work in the Bowser Organization and his ability to win prizes from the same territory year after year, ought to prove to any other Bowser salesman that it rests entirely with himself whether he emulates this shining example of industry. And it is industry that wins Mr. Crandall the prizes. He is one of the hardest working Bowser salesmen that we know of and it is this "stick-to-it-iveness" that puts him in his present position.

Here is the typical Bowser salesman—a man who has had one territory and one object (to be a top notch Bowser Salesman) ever since he has been with the Company. He has been a Prize Winner and has the honor of being the first President of the Pacemakers' Club. His name is on the honor roll—engraved three times upon the Bronze Tablet—

Sincerity is another fine characteristic of this man. And do you know sincerity is a rare trait and one well worth cultivating.

We congratulate you, Mr. Crandall, and The Editor will be more than pleased to renew his acquaintance with you that was so nicely started at the last Convention.

# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY  
S. F. BOWSER & COMPANY

Edited by GEO. A. TOWNSEND

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS EMPLOYEES

MAY 22, 1915

This is an extra edition of the Boomer in honor of the election of all the Executive Officers in the Pacemakers' Club.

A thick head is apt to generate a multitude of thin ideas

## OPPORTUNITY

There have been volumes written on this subject and yet the average man does not always take the lessons illustrated home to himself.

You all know the story of Ali Hafed, the Indus farmer who sold his place and went in search of diamonds, only to return years after in poverty and find that his farm was the richest diamond mine in the world. Here was opportunity right at his door and he lacked the ability and foresight to grasp it.

Or the farmer in Pennsylvania who sold his 200 or more acres of wooded and stoney ground for \$200.00 to go into the oil business, only to find that upon his old, seeming worthless farm were the richest oil deposits in the whole state.

Messrs. Eggleston, Reuben, Fisher and Crandall know the true meaning of "Opportunity." They recognize the vast wealth underlying their territory and have cultivated it accordingly.

What are you overlooking in your territory? Here are four widely different sections of the country, each representing different people and different conditions, and yet all producing results for Bowser Salesmen who are consistent, persistent workers. It all solves itself down to one statement, "Yourself."

"Yourself" is not just so many pounds of flesh and bones wearing appropriate clothing. If it were, then any man equal weight and dimensions, wearing the same clothing, could be you.

"Yourself" is a collection of habits—habits that were born in you, habits you have cultivated and habits you don't know you have.

Take a list of your good habits—the little ones which are matters-of-course with you, and note which ones you postpone occasionally.

The habit of shaving every morning for example, is a good habit. No man can shave himself without following it up with clean linen, brushed clothes, a shine, and a smile which begins at his heart and spreads out.

Omit the morning shave, and you have not only discounted your appearance for the day, but you have discounted your efficiency for the day

No use talking, the individual who makes a habit of looking efficient is cultivating the habit of being efficient.

Stop to think of it. The success of every institution is built upon a combination of individual selves.

No man can help make an organization greater,

better, more successful and more efficient without making himself the same

Enthusiasm is a habit, belief is a habit, persistency is a habit, politeness is a habit, salesmanship is a habit.

And these, by the law of nature, have their complement, which is that of making confidence, satisfaction, appreciation, and buying a habit on the part of the customer.

Which is as it should be—and as it must be, when you make "yourself" of the best of yourself.

## MR. W. B. JAMESON OF SAN FRANCISCO, AN INTERESTING DEMONSTRATOR

Mr. S. D. Stoddard, District Sales Supt. of Portland, Ore., writes under date of the 11th of an incident in which Mr. W. B. Jameson was the principal actor.

Mr. Jameson was talking to the proprietor of a store and showing him the advantages of Bowser equipment. They became so interested that they did not notice what was going on around them until a man came running in from the street and called to them, "What's the matter with you fellows, didn't you know that the place is on fire." At this Mr. Jameson and the prospect turned around and noticed that a fire had started in a bunch of rubbish and the room was filling with smoke.



S. E. Gifford Auto Company Filling Station No. 2, New Bedford, Mass. Salesman D. I. Petts' installation. He says to look out for another before the season closes as he is going to have a lubricating oil outfit on that piazza before he quits.

## BE CALM

One day Mrs. Jones rushed into her husband's presence with hasty steps and a wild look of excitement.

"O, John!" she exclaimed. "Norah made a mistake and tried to light the kitchen fire with gasolene!"

"Gasolene, eh?" calmly responded John. "Did she get it started?"

"Did she get it started?" cried the amazed Mrs. Jones. "It blew her out the kitchen window!"

"That's all right, my dear," returned the philosophic Jones. "It was her afternoon out, anyway."

—Young People.

And all of this great success which is attending us is due to the splendid harmonious co-operation of every man on the road, in the office, and in the factory. Never was there a better harmony—yes, I will say, there never was such a splendid harmony from top to bottom throughout the entire organization as there is today. And this harmony is freighted with good wishes for each other, and every fellow is doing his part, and the result is as above stated—simply the greatest results that we have ever been blessed with.

We set our Quota, at the last Convention, for \$4,000,000.00 this year. I am glad to tell you that today we are about 2% ahead of this quota, and as we believe the best of the year is yet ahead of us, therefore, it looks as if we were going to exceed our quota very handsomely. As you will remember the \$4,000,000.00 has been our quota the third time, and here is hoping that it is its third and last time. I am sure you will agree with me, it ought not stay so long at one place.

Now as to how the future looks to me, will say that my best judgment is, from all that I can see, and the reports I receive from our men, and in a general way, we will be able to increase our business to quite a per cent in excess of what we have been doing. We have got it rolling along as never before, and if each and every man will keep his shoulder to the wheel, I am sure the results will be most gratifying to all of us.

Now Mr. Zahrt advises me that this year we have added quite a few new men to our great Sales Force, and so, to you New Men, I want to extend a most cordial welcome to you into our Sales Organization. What I have been saying in this letter to our salesmen generally I am sure you have been deeply interested in, and recognize the fact that this applies to you as well as to our older men, and I do hope that each and every one of you will be abundantly successful and enjoy the work as we all do.

I know of no organization anywhere where all who are connected with it enjoy the work to the degree that the men do who are connected with us, and especially our men on the road. They have the reputation of being one of the most enthusiastic, hard-working, Sales Organizations now existing anywhere, and my hearty expectation from each and every one of our new men, is that they will join us heart and hand with all their good endeavors for a grand success.

In closing I wish to extend to each and every one of you—Old and New—a hearty invitation to get into the Pacemakers' Club, and then you can come here to our Annual Convention and shake hands with the "Old Man" and have the time of your lives.

With best wishes and kindest regards, I am,

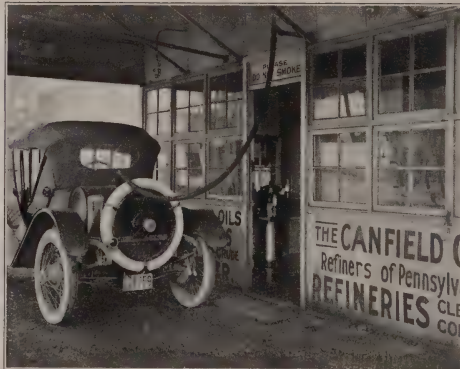
Most sincerely yours,

SFB: IAG

*J. G. Bowser*



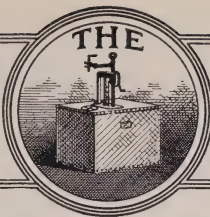
RIGHT IN THE HEART OF MILLIONAIRE ROW  
Installation of a "Chief Sentry" made for the Lea  
Oil Company, 2342 Euclid Ave., Cleveland,  
Ohio. Salesman T. C. Potts is operating  
the pump.



Installation of a "Red Chief" Cut 101 Pump at the  
"drive-in" filling station of the Canfield Oil Com-  
pany, E. 12th St., Cor. Payne Ave., Cleveland,  
Ohio. This is another evidence of Sales-  
man Potts' ability to Bowserize  
Cleveland.



# BOWSER



# BOOMER

VOL. XI

June 1, 1915

No. 12



## The Well-Rounded, All-Round Bowser Efficiency Man Mr. W. G. Zahrt, Assistant Gen. Manager.

Have you ever met a man in your life whose balance is so perfect that it is only on very rare occasions that he loses his temper? If not, then we want to introduce to you just such a man, Mr. W. G. Zahrt, Assistant General Manager of the Company.

Mr. Zahrt has executive talent to a marked degree and the ability of analyzing a proposition, that has been of wonderful help to him during his business career. If there's one trait that stands out prominently in Mr. Zahrt's life it is his loyalty to the Company. He may differ to a large extent in the discussion of policies, but when that policy has been settled he'll fight it out on those lines to the last ditch. It is this dependableness and trait of loyalty that has advanced him to his present high position in the company.

Among the older salesmen Mr. Zahrt needs no introduction. He has been more or less intimately associated in sales work during his entire career with the Company. At the present time he is most closely associated with the Sales end of the business and has moved his office from the executive building over to the cement block so that he can be in close touch with his two lieutenants, Mr. L. P. Murray on the one side and Mr. E. H. Briggs on the other.

You men who have had occasion to talk with Mr. Zahrt will recall his pleasing personality, his ability to discuss a question in a dispassionate way and mix with it a fund of humor and good common sense.

Mr. Zahrt is a type of Bowser man we could all emulate to our advantage.

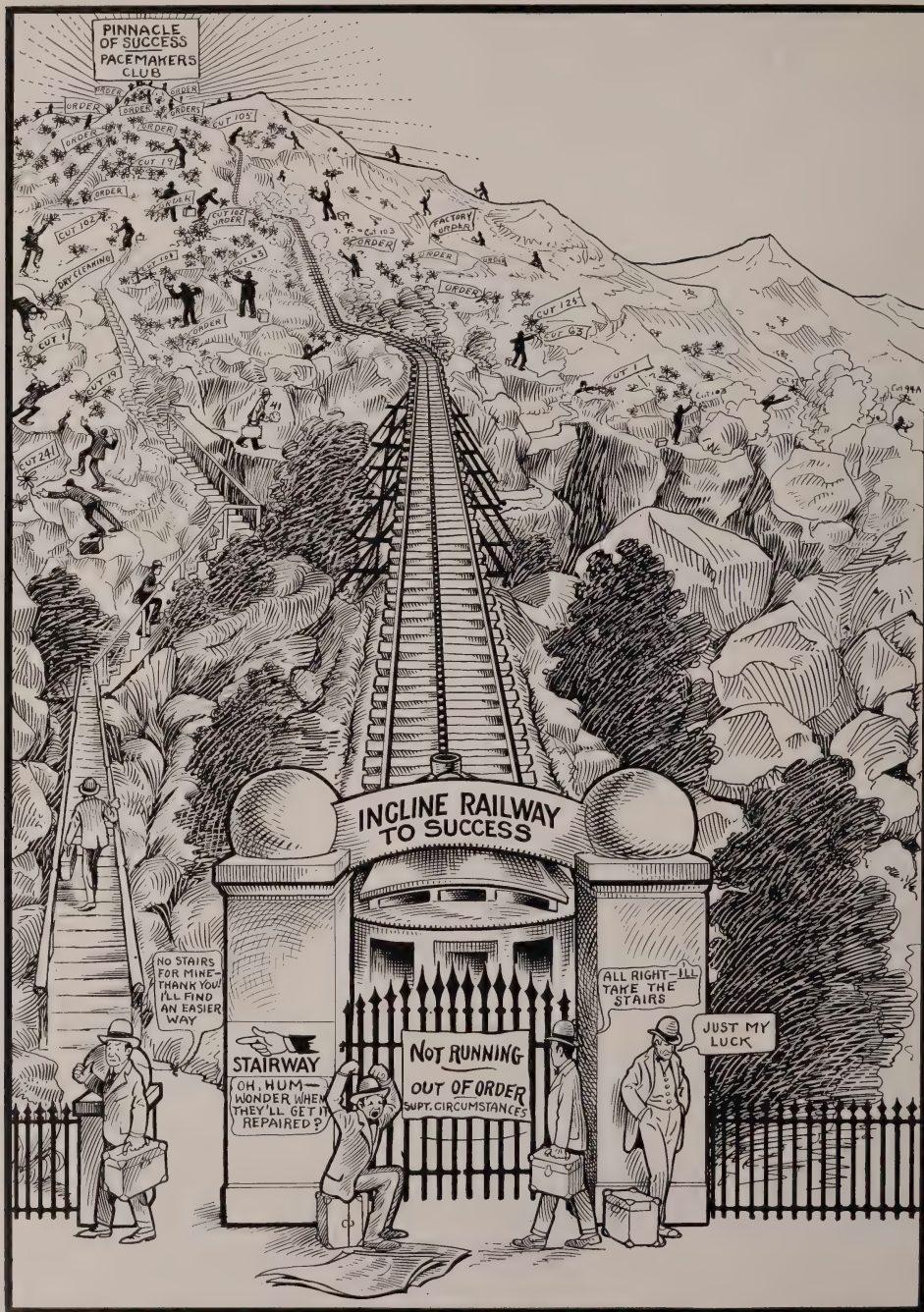
The following extract taken from a personal letter to the editor, written by Mr. W. V. Crandall, of the San Francisco District, is self-explanatory.

"Say, those fellows who beat me to the Presidency sure did go some, eh? Please congratulate them all for me and say, now that they have started something with me, they have got to show their true colors by keeping up the good work.

"Tell them to see the final results in the big race (Bronze Tablet). Just advise them that they have only finished the first quarter and have a 'long, long way to go.' 'Course, I ain't crowing ed."

We have just received Harry Leonards (Chicago District) little order for a public garage equipment amounting to 81 points. The equipment certainly is complete and consists of the following:

- 2—1000 gallon,  $\frac{3}{8}$ " Tanks.
- 1—2500 gallon,  $\frac{3}{8}$ " Tanks.
- 2—Cut 102 Pumps.
- 3—Cut 241 Pumps with Lamp Attachment.
- 1—Cut 101 Pump.
- 3—Cut 424 Pumps.
- 2—7F1 Filtration Outfits.
- 3—2 bbl., 14 ga., Cut 106 Outfits.
- 7—Cut 174 Fill Boxes.
- 1—2 bbl., 14 ga., Cut 125 Outfit.





# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY  
S. F. BOWSER & COMPANY

Edited by GEO. A. TOWNSEND

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS EMPLOYEES

JUNE 1, 1915

## PERSEVERANCE

Continued pursuit of any business or enterprise begun.—The Century Dictionary and Encyclopedia.

Probably one of the most difficult things man has to learn is application. It seems to be a human trait to jump from one task to another without completing either. Put a child to work pulling dandelions out of the lawn and all goes well for a while. Soon, however, he is pulling off the stems and making whistles, or feeding his rabbits, and the work at hand is immediately forgotten.

It requires years of patient perseverance to form the habit of industry.

In forming this habit it is well to cultivate thoroughness so that persevering industry may be rewarded with success.

Many men and women are most industrious but they never accomplish much. They are always hustling around, but because of lack of forethought in planning, their industriousness only fatigues them and they do not accomplish the result desired.

For example, suppose the suggestion is made to the man of the house by "the head of the house" that she would like to have trellises around the home upon which to train her vines. If the man rushed off, bought the first lumber he thought might do and then started to build them, no matter how industrious he had been the result, at best, would be a "botch."

Now suppose, after the suggestion had been made he sat down and thought out the style, talking it over with his wife and getting her views on the subject. When this was settled, he took measurements, planned how far apart the cross pieces should be placed—their thickness—the size of the up-rights, painting before they were erected so as to prevent rotting of the wood, how to fasten them to the house, etc. With all these points decided, you will have to agree with us that the result would be a finished job.

It takes perseverance to make the human mind follow to a logical conclusion any given task. Unless a salesman possesses this trait and develops it along with the other essentials necessary to high-grade salesmanship, he will never be more than an order taker and not a good order taker at that.

Recently on looking over the card records to get a line on what the men were doing, we ran across a tabulated report on one of Mr. L. P. Cox's prospects in the Atlanta District. It illustrated the definition of perseverance so well that we felt called upon to cite the incident.

It seems that Mr. Cox called upon this prospect for the first time June 3, 1914. He found that he already had our Cut 41 and Cut 63. However, Mr. Cox felt that he was in the right position for a "Red Sentry" and proceeded to talk to him on this line. Mr. Cox made fifteen calls upon this prospect from June 3, 1914, until May 15, 1915, before he secured his order for a 9-bbl., Cut 241, fully equipped.

Mr. Cox knew in his own mind that this prospect needed a Cut 241. He decided upon his course of action and then persevered until he finally secured the signed order. Naturally, Mr. Cox used tact and every art of salesmanship, but above all perseverance.

If a prospect is handling oil of any kind and he needs Bowser equipment, you may not be able to sell him on the first visit but it would be foolish to mark that prospect "N. G." simply because you did not secure his signature on the dotted line at your first effort. He might not have had the money available, or his breakfast might not have agreed with him, his wife might have needed a new suit and a thousand and one other things might have entered into the transaction at that time that decided him against purchasing. Or your arguments may not have been right.

Your very next call might change the results and on a different line of argument you might land the order. At any rate, every time you are in the neighborhood, it is just as well to call upon those you did not sell, because by perseverance and revising and building up your sales arguments, you are sooner or later going to convert any user of oil into having Bowser equipment.

## CULTIVATE BOWSER USERS

They should be numbered among your best friends in your territory. You can never tell when they will be in the market for additional equipment, having added another oil to their stock or want something more up-to-date, etc.

Bowser Salesmen should sell not merely our product, but the Service the product renders.

H. Rolf, of the Engineering Sales, sent us a clipping recently, taken from the "Columbus Citizen's" Editorial Page, March 20, 1915. He says this is a "gem" of philosophical optimism. We, therefore, reproduce it for your benefit.

### bus Citizen

... six months, \$1.50; one month, 25c.  
office as second-class matter.

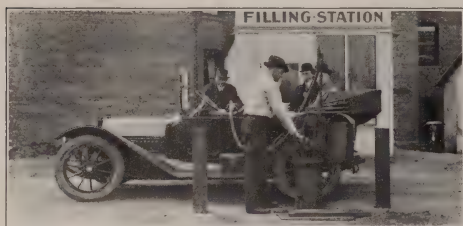
Published  
Daily by The  
Citizen Pub-  
lishing Co.  
Columbus, O.

O., MARCH 20, 1915.

### Dry Subject, But Full of Meat

Bank clearings in Columbus continue to show a steady increase. Thursday, for instance, they were \$1,142,900, an increase of 13.3 per cent over the same day last year. This means that Columbus is still doing a lot of business in spite of the war and that it is continually doing a lot more business than it did before the war. It means that the people still have plenty of money and the merchants still have plenty of goods and enough money to buy some more. It means that a lot of bills are being presented every day and that they are being paid when they are presented. For every dollar of all the bank clearings is represented by a check. And each and every check means that someone has done some work and has been paid for it, or has bought something and has settled for it. Yes, we guess that it takes more than a war in Europe to hurt Columbus.





Mr. C. E. MacNichols, of the St. Louis District, claims that it not only pays to work Saturdays, but it pays to work nights. Recently he secured a 10-Barrel Cooking Oil Outfit, equipped with meter, chain hoist, etc., at 10:30 P. M.

It doesn't matter when you get them as long as you get them.

\* \* \*

Some accident, believe us. Salesman P. C. Plasterer reported recently that he was handicapped in selling. In passing a team of horses the "off hoss" kicked, knocked his sample case out of his hand, broke a bone in his wrist and skinned him up. The doctor Plaster-ed him up.

## A FEW FILLING STATIONS ON THE SOUTHSIDE OF CHICAGO, ILLINOIS

**Salesman H. A. Leonard, of the Chicago District, Has About Twelve of These Filling Stations Scattered Throughout His Territory**

Salesman H. A. Leonard, of the Chicago District, is to be congratulated on his business foresight in building up the Filling Station trade in such a way that it has injured no one in handling gasoline.

And when you realize that Mr. Leonard has to secure the consent of the property owners surrounding the entire block, you will appreciate the task involved in establishing one of these stations. He assists the prospective owner in selecting an appropriate vacant corner. The rental of these corners usually range from \$35.00 to \$75.00 per month, the other expenses involved are light \$20.00 per month and help from \$8.00 to \$10.00 a week for one young man. The Companies find that with our meter anybody can handle the proposition because they take their record from it each day and the man on the job has to show cash for the number of gallons that has been sold.

Harry is the same old salesman, full of "pep," on the job, finding C. W. O. orders plentiful. He says if he doesn't see us between now and January he surely will see us then.

## A SECOND THOUGHT PROVED OUT

Chattanooga, Tenn.,  
March 7, 1915.

Mr. G. A. Townsend,  
Editor Boomer,  
Ft. Wayne, Ind.

Dear Mr. Townsend:—

I have never written you anything about my work and now I want to give you the facts of a sale I made.

I called on Mr. S—— at ——, ——, at 8:30 A. M., worked with him until 4:30 P. M., calling in the oil man twice to figure on price of gasoline. Finally he said if I would give him twelve monthly payments he would take a 5-Bbl. Cut 241 complete. He said he was able to pay cash but would not. I wrote the order and took his check for \$25.00.

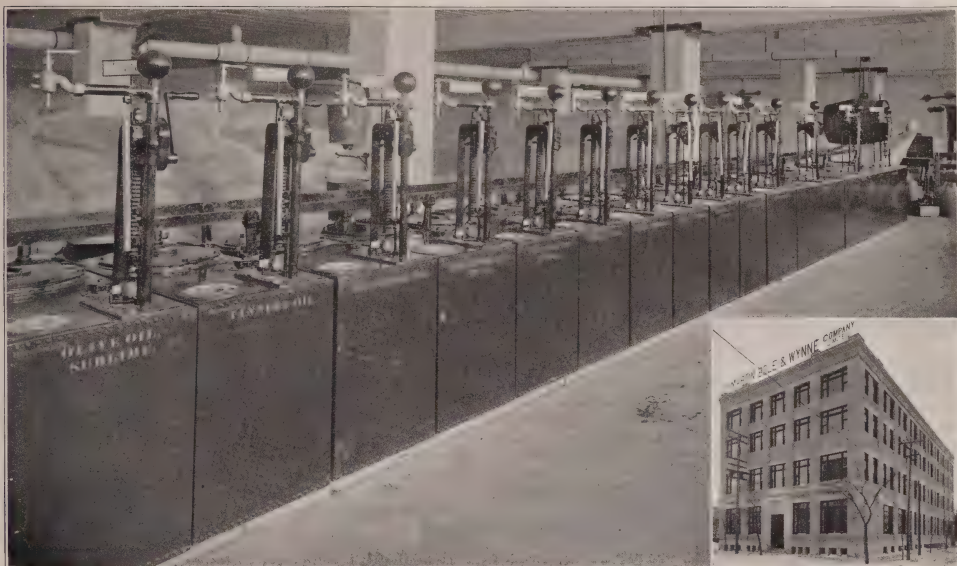
I left town on the next train but was not satisfied and next day, after selling a 19-A, 2-Bbl. and 1-Bbl. Cut 125, I caught train back to ——, and called on Mr. S——, "patted him on the back" about his rating credit, etc., and in an hour I had rewritten the order, keeping the \$25.00 cash payment on thirty days balance. How was that for knowing your man?

While writing, I want to say I get so much benefit from the Boomer. I have in my Bulletin Book pages that would be interesting to my prospects, such as McConnellsville explosion, Mr. Bowser's fire test of Cut 41 and tank, Mr. Lyon's meeting, etc. The size being near the size of Bulletin Book makes it convenient.

I am coming to Ft. Wayne next January to get acquainted with the men we all like to know.

With best wishes for your success and a promise to meet you in January, 1916, I am,

Yours very truly,  
(Signed) R. D. SHANNON.



### A FINE INSTALLATION

Salesman J. W. Merickel Installs Sixteen of our Standard Bowser Cut 109 Outfits in the Wholesale Drug Concern of Martin, Bole & Wynne Co., Ltd., Winnipeg Canada

We think that special mention should be made of the very fine order secured from the Martin, Bole & Wynne Co., Ltd., Winnipeg, Canada, by Salesman J. W. Merickel of the Toronto District. The order included sixteen of our Cut 109 Outfits which were installed complete with all necessary filling devices. It was put in this firm's recently erected, fine new building.

In this connection we also wish to mention another fine order of Mr. Merickel's. He just sold to the Prairie City Oil Company, Winnipeg, Canada, three "Chief Sentry" Outfits with 500-gallon, 12 gauge tanks. These are for three different Filling Stations which will be further Bowserized by each one having two 100-gallon Cut 63's for handling lubricating oil.

These are very fine orders and Mr. Merickel is to be heartily congratulated on his success.

### AN INTERESTING EXPERIENCE

One of Mgr. Little's salesmen wrote in under date of March 3rd, that he called upon Rice Brothers, St. Joseph, Michigan. He found that this firm had been in business for over forty years.

Mr. Rice told him that Mr. S. F. Bowser, the "Old Man," called on him about thirty years ago. Mr. Rice is of the opinion that he bought from Mr. Bowser, one of the first Kerosene Self-Measuring Outfits sold in Michigan. Today it is still in use and is accurate as when first installed.

Upon investigation we find that Mr. Bowser did sell Z. Rice & Son, St. Joseph, Michigan, 1 2-Bbl. Kerosene Outfit, October 26, 1886.

Boys, this ought to be evidence enough to convince the most skeptical.

AV. FEBRUARY 16, 1915

 The advertisement is for the "Red Sentry" gasoline pump. It features a central illustration of the pump, which has a glass gauge and a nozzle. The text is arranged around the pump, highlighting its features and benefits. At the bottom, there is a large, bold title "LIHUE STORE" and a small illustration of a hand pointing towards the pump. The entire advertisement is enclosed in a decorative border.
 

Accurate Measure  
Full Power  
Filtered Gasoline  
at  
20c gallon  
from under-ground Bowser Storage Tank at even temperature.

No Vapor  
No Evaporation  
No Loss

Have your tank filled at our "Red Sentry"

You save money in the long run and avoid danger of fire or explosion

**LIHUE STORE**

Garden Island Paper, Island of Kauai, T. H.

An Advertisement Clipped From a Newspaper Published on the Hawaiian Islands.



Mr. Mortimer D. "Bowser" Richards was in \* during the month, and further Bowser installations are going into \*. Those who have already had them installed are loud in their praises of the result. "It's more than a storage system," says one; "it's an oil-check clerk as well, which costs nothing for wages."

\*Deleted by censor.

### Salesman A. Z. Caron Finds It Most Profitable to "Follow the Rules" and Work on the Calling List

Mr. G. A. Townsend,  
Editor Boomer.

Dear Sir:—

Was pleased to receive your letter of optimistic views and appreciate your kind offer of being of assistance. At this time I know of nothing that would be of material help, but will bear in mind the fact that the Boomer covers about all the Sales Arguments possible, some in fact I thought were original, I find repeated in the Boomer.

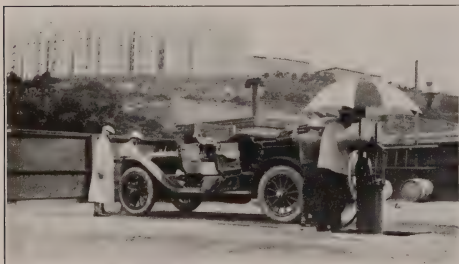
There is, however, one point that possibly a number of us pass up, and that is, going into a town, picking out what looks to be the most promising places, and then "passing up" the others.

I find the Bowser policy is to make them all on the Calling List and have surprised myself by getting business, when from all indications it seemed a waste of time. Further, I find that in going to a town the second time a number of changes have taken place, such as garages changing hands, stores being remodeled, etc., so that orders can be had when there was no prospect on previous call.

There is business in almost every town, no matter how small, if we will only take time to find it and this I believe is an essential point to bear in mind. Even though we know these conditions, it's to control ourselves, not to run away from mbusiness as I find myself tempted to do in some instances, just for a change of locality, but by a little perseverance, stick around and land an order.

The business conditions look favorable in my territory, only that we are so Metropolitan out here that we don't use much Kerosene,—a handicap to me on that prize. I am,

Yours respectfully,  
(Signed) A. Z. CARON.



Taking on Gasolene in Upper New York City.  
By Courtesy of the Winton Motor Car Co.,  
Cleveland, Ohio.



A General Store Store Installation of Our "Red Sentry" Made by Salesman S. Roberts,

### COUPONS FOR GAS

Salesman L. B. Robinson, of the Dallas District, sent in an interesting observation taken from the Saturday Evening Post that is well worth reproduction and we therefore reproduce for your use:

"In these days of farmer telephones, rural free delivery and the parcel post I don't think much of a dealer who worries about mail-order competition."

I spent the biggest part of a profitable day listening to Tom Connor's plans of the past and for the future. As we stood at the front door of his store that evening for the last few words I noticed a number of automobiles drive up to the curb and get a supply of gasolene from a pump.

"You seem to sell quite a lot of gasolene," I remarked. "Yes," he said, "more than all the garages in town, I think. That is one of my latest schemes. The garages charge twenty cents a gallon for gasolene. I installed that pump and sent a book containing fifty coupons, each coupon good for one gallon of gasolene, to each car owner in town, explaining that the book coupons were numbered and the number registered in our office."

"I invited the car owner to use these coupons for the purchase of gasolene at our store, and told him that when the coupons were all turned in and canceled we would send him a bill for nine dollars—a discount of ten per cent. from the usual price. This book can be kept by the chauffeur or in the machine, is as convenient as money, without any chance of loss, and gives the owner a correct check on the amount of gasolene he gets."

"We have the number of each owner's car and honor the coupons only for that car. It isn't necessary to drive into a garage or up a back street. We sell many dollars' worth of supplies and hardware while the car is being filled."

"Don't you think," asked Connor as we shook hands in parting, "that the hardware ought to satisfy any man's craving for romance in business?"

"Old man," I answered, "I think you could inject romance into your business if you were a junk dealer!"

"If I couldn't," he said, "I'd quit the business."





Mr. R. B. Lipes, of the Chicago District, has shown his determination to blaze the Yellowstone Trail by selling a complete outfit consisting of one 5-Barrel, 12 Gauge, Cut 102 Outfit, one 1-Barrel, Cut 63 with casters and lock, one Siphon, the whole order amounting to 40 points.

Mr. I. J. Fletcher, of the Chicago District, recently sent in his order No. 2 amounting to 21 points F. C. W. O. Mr. Fletcher has the right idea, and we will look for more big things from him from now on.

## FIRE HAZARD

### Another Viewpoint Showing the Hazard Involved in the Handling of Gasolene.

(Taken from October, 1914, issue of the Motor Truck)

During the recent annual convention of the Massachusetts State Firemen's Association at Athol, Mass., an address was made by Walter L. Wedger, chemist in charge of the department of explosives and inflammables of the Massachusetts state police service, which dealt with the problems of handling and storing gasoline in connection with the use of motor vehicles.



After illustrating the very general use of gasoline for motor fuel for industrial and commercial vehicles, he stated that motor fire apparatus had become almost indispensable,

and gasoline is quite as necessary for pumping as it is for motive power. In fact gasoline was almost as necessary for extinguishing fires as is water. He looked forward to the time when motor truck tanks shall respond to third alarm fires to provide fuel.

He maintained that experience had proven that the underground system of gasoline storage was practically safe, the danger being largely in handling the fluid. Underground tanks should be placed not less than two feet below the surface of the ground, and if within ten feet of a cellar or other open area which is below any part of the buried tank, it should be imbedded in cement concrete, not less than ten inches in thickness. Such tanks should be constructed of steel plate from  $\frac{3}{8}$  to  $\frac{1}{2}$ -inch thick, well covered with asphaltum varnish to prevent rust.

Usually three pipes lead from the top of the tank, the fill pipe, the draft pipe and the vent pipe. The latter extends from the top of the tank to a point four feet above the roof of the building, it being necessary to conduct off the residual vapor forced out as the tank is filled. When drawing gasoline from an underground tank by a pump a type of pump that holds the gasoline in the draft pipe is better than one that will not so retain the fuel, because with an empty pipe vapor is pumped for a short time before the fluid is drawn into and through the piping.

The paper pointed out the dangers of handling gasoline that are little known, yet, according to Mr. Wedger, are well authenticated and can be depended upon as being fully established. This portion of the paper follows:

"The act of drawing gasoline from a pump and filling the tanks of cars by means of a can, through a funnel covered with chamois skin for the purpose of removing the water and dirt from the gasoline, has been known to cause a number of fires by the generation of frictional electricity. For a long time

mysterious fires occurring during this process of handling gasoline have been reported to our office.

"I was just as skeptical then of the fact that these fires were caused by frictional electricity, as the general public is now.



During the early part of last April a fire occurred at the Cambridge garage of the Metropolitan Park Commission while they were filling a car with gasoline by pouring it into a funnel through a chamois skin strainer from a five-gallon can. To make the funnel set upright on the car tank they had placed a piece of wood with a hole in it over the fill hole of the tank, thereby insulating the funnel from the metal of the tank. After a few quarts of gasoline had passed through the chamois skin, the man happened to bring the pouring can near to the metal edge of the funnel, when a spark jumped from the one to the other and set fire to the gasoline vapor arising therefrom. Quick action with extinguishers saved the car. The man insisted he saw and heard the spark, and believed he could cause it again in my presence; so armed with a golf electro-scope used to show the presence of static electricity in any substance, I proceeded to make a number of tests. The officials of the Standard Oil Company, both in Boston and New York, as well as several engineers and technical men, were very much inclined to disbelieve what they termed a theory, so I invited them to be present. We imitated the conditions as they were at the time of the fire, except that we took it to the open floor of the garage. We caused the spark by simply pouring gasoline through a chamois skin covered funnel insulated from the floor, and all present saw it.

"Several fires have occurred recently at one of the Albany oil stations, evidently caused by the generation of frictional electricity in a canvas spout used to convey gasoline to tank cars. The canvas was covered with a coating of shellac and the spout hung from an overhead pipe, the lower end being in or near the manhole of a tank car, but not touching the metal of the tank. Recent tests show that the friction of gasoline passing through this spout and rubbing against the shellac coating caused the generation of between 400 and 500 volts of electricity."



This is some fine garage at Greenfield, Mass. (The Weldon Garage). Note the "Chief Sentry" installed to the left. A "Red Sentry" will be in the street around the corner by the time this is reproduced. This is Salesman R. W. Sheffer's (Albany District) installation.

# Branch Office Standing

Week Ending May 22nd, 1915

## Senior Offices

1. FORT WAYNE.....	E. J. Little, Mgr.
2. ALBANY.....	Mgr.
3. SAN FRANCISCO.....	D. S. Johnson, Mgr.
4. CHICAGO.....	T. D. Kingsley, Mgr.
5. ST. LOUIS.....	G. H. Hastings, Mgr.
6. DALLAS.....	B. L. Prince, Acting Mgr.
7. HARRISBURG.....	R. S. Colwell, Mgr.
8. TORONTO.....	W. R. Hance, Mgr.
9. ATLANTA.....	H. W. Brown, Mgr.

## Junior Offices

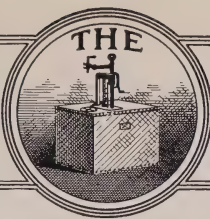
1. DENVER.....	C. C. Barnett, Supt.
2. WASHINGTON.....	A. W. Dorsch, Supt.
3. NEW YORK.....	H. C. Carpenter, Supt.
4. LOUISVILLE.....	E. J. Gallmeyer, Supt.
5. PHILDELPHIA.....	W. M. Mann, Supt.

## Standing of Forty High Men, May 27, 1915

Salesman's Name.	Office.	Salesman's Name.	Office.
1. C. R. Eggleston.....	Albany	21. R. D. Leonard.....	Harrisburg
2. W. V. Crandall.....	San Francisco	22. J. W. Merickel.....	Toronto
3. G. H. Reuben.....	San Francisco	23. G. H. Schnabel.....	Chicago
4. W. B. Stamford.....	Eng. Sales	24. R. L. Duncan.....	Chicago
5. R. G. Fisher.....	Denver	25. E. J. Murphy.....	Toronto
6. R. Coddington.....	Denver	26. C. J. Rogers.....	Chicago
7. J. J. Connelly.....	Eng. Sales	27. G. W. Elliott.....	Albany
8. H. A. Leonard.....	Chicago	28. E. R. Bird.....	San Francisco
9. A. G. Hartgen.....	Harrisburg	29. R. E. Clement.....	Chicago
10. F. W. Devereux.....	Albany	30. R. W. Sheffer.....	Albany
11. W. A. Merrill.....	Fort Wayne	31. N. A. Ring.....	Albany
12. L. W. Cheney.....	Fort Wayne	32. F. H. Richardson.....	Albany
13. R. T. Lawrence.....	Chicago	33. J. F. Goran.....	St. Louis
14. D. W. McConnell.....	Albany	34. H. A. Vortigern.....	Philadelphia
15. W. H. Ladd.....	New York	35. E. F. English.....	San Francisco
16. J. G. Roberts.....	Albany	36. J. O. McCracken.....	Fort Wayne
17. J. J. Manning.....	Chicago	37. M. C. Benham.....	Chicago
18. G. P. S'gall.....	Washington	38. R. W. Jewel.....	Denver
19. F. M. Kennedy.....	San Francisco	39. J. C. White.....	Dallas
20. N. Mattingly.....	Chicago	40. J. F. Vonderembse.....	Denver

## Five High Men by Points in each District, May 26, 1915 (Districts Listed Alphabetically)

ALBANY.		DALLAS		FORT WAYNE		NEW YORK	
1. D. W. McConnell		1. J. M. Tucker		1. W. A. Kerrill		1. W. H. Ladd	
2. F. W. Devereux		2. W. W. Ince		2. L. W. Cheney		2. F. H. Peeples	
3. N. A. Ring		3. P. W. Lawther		3. W. H. Eritchett		3. H. Dalgaard	
4. J. G. Roberts		4. J. C. White		4. J. O. McCracken		4. F. J. Libbey	
5. G. W. Elliott		5. R. L. Matthews		5. W. J. Bates		5. G. W. Scott	
ATLANTA		DENVER		HARRISBURG		PHILADELPHIA	
1. T. F. McWaters		1. R. Coddington		1. A. G. Hartgen		1. H. A. Vortigern	
2. R. W. Maxey		2. J. Vonderembse		2. R. D. Leonard		2. F. C. Schuster	
3. E. B. Bachman		3. H. U. Earle		3. C. P. Law		3. W. M. Booker	
4. L. P. Cox		4. R. W. Jewel		4. J. M. Prigg		4. W. S. Parker	
5. L. W. Crow		5. A. M. Lucas		5. F. V. Hazlett		5. J. P. O'Neil	
CHICAGO		ENG. SALES.		LOUISVILLE		ST. LOUIS	
1. J. J. Manning		1. W. B. Stamford.		1. Max Heintze		1. W. E. Tousey	
2. H. A. Leonard		2. J. J. Connelly		2. D. Moore		2. W. C. Sutton	
3. R. T. Lawrence		3. W. A. Armstrong		3. F. L. Alsobrook		3. J. F. Goran	
4. N. Mattingly		4. H. E. Dobson		4. J. B. McPherson		4. G. P. Dickey	
5. R. L. Duncan		5. R. S. Johnson		5. J. W. Dickason		5. W. A. Bell	
SAN FRANCISCO		TORONTO		WASHINGTON			
1. F. M. Kennedy		1. T. H. Rhodes		1. G. P. Stovall			
2. E. R. Bird		2. J. W. Merickel		2. D. W. Darden			
3. W. B. Jameson		3. E. J. Murphy		3. W. S. Stoner			
4. E. F. English		4. W. Hickingbottom		4. J. T. Gibbons			
5. E. F. Klotz.		5. F. C. Sears		5. H. W. Bell			



### Bowser's "Napoleon of Finance" and the Only Real Sportsman Executive of the Company Mr. C. A. Dunkelberg, Treasurer

Talking about the ability to recognize opportunity when she knocks at your door, Mr. C. A. Dunkelberg, Treasurer, testifies what it means to recognize a good thing when first seen in its infancy. From Salesman to Treasurer sums up his foresight and ability in few words.

Mr. Dunkelberg was a successful Bowser salesman in the wilds of Eastern Pennsylvania without ever having seen the factory or any of its executives. From the very time that he picked up his grip until the present, he has "made good."

His thoroughness and business methods and his "copperplate" hand writing caught the attention of the "Old Man" and finally he was prevailed upon to come in to the Home Office as head bookkeeper. This was about July 1, 1899. The entire force at that time consisted of sixteen or seventeen people.

When Mr. Dunkelberg came here, there was only a single entry bookkeeping system in force and in fact that was rather crude. As with Alexander

Hamilton the most lasting monument to him is the present U. S. Treasury System of Bookkeeping, so Mr. Dunkelberg's handling of the Accounting Department for the Company is a record equally to be proud of.

Mr. Dunkelberg is the only "real sportsman" in the organization. It is said that he has killed moose and actually caught trout. The Editor is not in a position to vouch for any of these statements although his office is filled with pictures and trophies of the chase. Most of these pictures, however, are not photographs but cartoons, and you can draw your own conclusions as to their truth telling qualities.

Mr. Dunkelberg is a very versatile man. Not only can he successfully handle finances and men, but he can play the violin, tell a story, hunt or fish, farm, accurately tell the difference between a Guernsey and Jersey cow and even manipulate a Ford car.

### HONOR WEEK FOR MR. PRINCE

The week ending May 31st was a surprise to Acting Manager, B. L. Prince. Messrs. Dabney and Lawther got together and planned to have a "Prince Week." They advised the rest of the men who responded nobly, with the result that they secured 144% of their Quota and also passed the 100% Quota mark for their year's business to that date.

It's nice to be a "Prince," but it is still better to be one who is admired in such a substantial way by the men in his District.

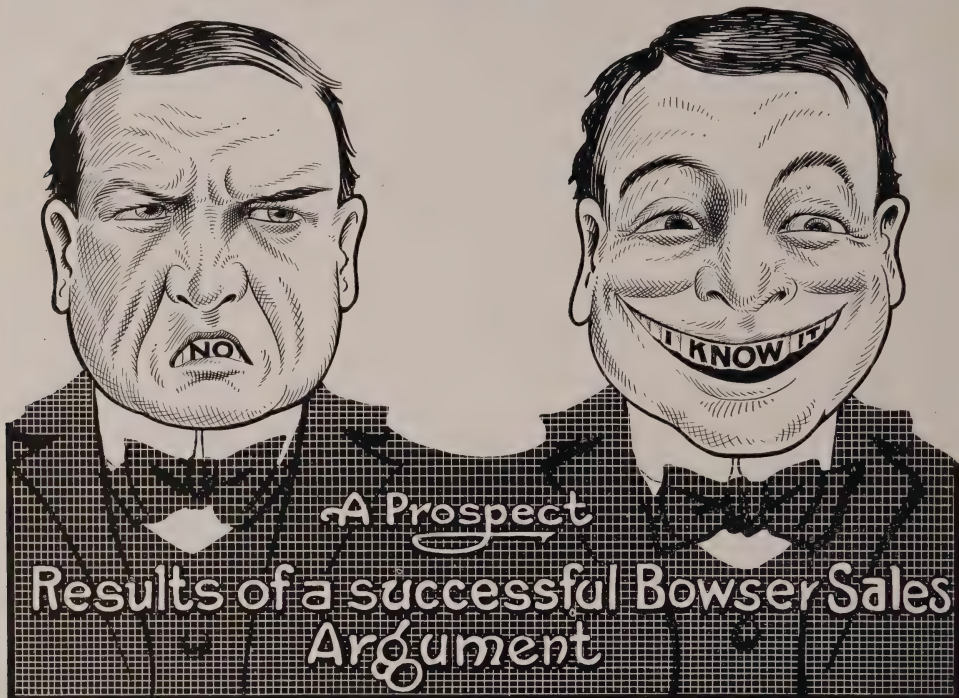
Salesman E. L. Milliron, of the Engineering Sales Department, shot in a nice order from Pittsburgh a few days ago amounting to over 120 points.

One of the features is that the Company he sold the order to is going to send a special car here to be equipped as an "oil distributing car." They are building the car and we are to install our equipment here in our own factory. The order consists largely of Cuts 105 and 106.

The Engineering Sales is surely though slowly forging to the front.



# "You Need a Bowser"



Salesman W. J. Bates, of the Fort Wayne Sales,  
Learns by Practical Experience That a  
Bowser Filter Filters

The following letter relates how Salesman Bates found a frozen pump and filter last winter and what he did to make them work:

Steubenville, Ohio, January 9th, 1915.

Called on subject Friday P. M., put in balance of day and Saturday until 3:30 getting their pump to work. It would only pump about one quart and then could not lift the plunger any farther, so had to disconnect it at the tank and take it apart.

I found the Filter almost frozen solid and about  $\frac{3}{4}$  of pump cylinder full of ice. They had dropped the fill pipe about 4" below the sidewalk, putting a tight box around, leaving the top open, and the hard rain we had all day Wednesday filled the box with water and of course got through the vent on fill cap, getting about five gallons of water in tank. This, of course, was pumped into the Filter and left stand over night, freezing.

We got it to working O. K. and pumped all the gasoline out of the tank, filtering the water out with our filter. We then found the gasoline entirely free from water and put it back into the tank. We filled a can with it and had no trouble whatever from carburetor, which proved the valuable use of our Filter.

I consider the experiment well worth my time and work, for I can, without a doubt, use it to great advantage in my sales talk on filtered gasoline.

Yours very truly,  
(Signed.) W. J. BATES.

**Have Opened**

---

**GASOLINE -- OIL SERVICE STATION**

---

We have just installed a new Bowser Gasoline Pump at the curb in front of our place of business, 330 Fifth St. This will be the most convenient gasoline pump in Erie. We invite your patronage.

**Associated Gasoline**

**15c Per Gal.**

We also carry a complete line of the popular oils and greases in 1 gallon and 5 gallon cans; 15 gallon steel barrels—also in jugs, "Monogram" and "Zerobone" oils; "Monogram," "Zerobone," and "Sunlight" greases.

**SEQUOIA TIRE AND OIL CO.**

K. KNUDSON, Mgr.

330 Fifth Street Phone 1342-J

# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY  
S. F. BOWSER & COMPANY

Edited by GEO. A. TOWNSEND

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS EMPLOYEES

JUNE 15, 1915

## TALK BOWSER

To be a real, sure-enough, successful Bowser Salesman, you must think, eat, drink, dream, and above all talk Bowser all the time you're on the job. Approach your prospect with such enthusiastic determination to get his order that no matter what the odds or condition, as a result of your talk he will eventually possess Bowser Equipment even though he does not immediately put his name on the dotted line. You will at least leave such a prospect **wanting** Bowser Equipment because he knows that it is THE BEST, and few are satisfied with anything but the best.

Such results are obtained only by talking Bowser first, last, and all the time. By doing this you are forming the habit of success.

And success is a habit. It is not so easy to acquire as some habits, but when you once get it, it will stay with you.

Every Salesman, and particularly the new Salesman, should get the habit of talking Bowser so strongly that if it ever came to a question of choosing equipment, the prospect's choice would be first, last, and all the time, insistent for Bowser.

The right way to acquire this habit is to cling steadfastly to Bowser sales arguments and not to be side-tracked by any other thought or suggestion advanced by the prospect. Present Bowser Equipment in your own way but to the best advantage and the highest efficiency so as to create the desired impression.

Above all, don't leave your prospect until you know you have accomplished this result. Such painstaking effort is bound to result in your ultimate profit. Try it and see. But above all, **talk Bowser**.

## MIXING

The man who has the reputation of being a good mixer is usually a "hale-fellow-well-met," who has a host of friends and is generally a success in business.

The man with a "grouch," who sticks to himself and a friend or two whom he especially likes, seldom has a pleasant word for anybody, is not a mixer, is generally the sort of fellow who never succeeds.

Mixing brings a man into contact with all kinds of men and opens to him the opportunity to get business. He cannot get large volumes of business without mixing among merchants of every class.

The mixer is a component part of a Sales Organization. A Sales Organization at its best is one in which every member holds up his end in selling the whole line and lets every one of his faculties have free play.

Now, are you a mixer in the broadest sense of the word—or are you a chronic "Rutter?" We mean by that, are you calling upon one class of trade only and having nothing to do with others? Are you sticking close to the rails or traveling in a rut and selling "Red Sentries," Cut 41's, 125's, etc., for the gasoline trade only? Have you contracted a bad case of "gasolene-itis"?

If so, it is time that you awaken to the full possibilities of the Bowser line—selling all its equipment to all who handle oil.

Supposing now, we placed a lamp in a room with six sides and each side was covered with a mirror. If we placed the lamp in the center of this room each mirror would reflect it, but one mirror would reflect the north side of the lamp, another the south side, and so on. To reflect the lamp as it really is we would have to look into all the mirrors so that we could get a perfect reflection.

You salesmen represent the mirrored room, while the Bowser equipment the lamp. If you sell only one class of equipment you reflect but one side of the Company's product. You must sell the whole line to become an all-round, Bowser 100% Efficiency Salesman.

Firmly resolve now, in your own mind, that you are going to sell the Paint Oil Outfit or its equivalent as explained in Sales Manager Murray's General Letter or know the reason why. It doesn't mean any more sales work to you, and the sales arguments have greater force with a prospect because he is dealing with high priced liquids.

Rouse yourselves, men, to the possibilities of the whole line—be an all-round Bowser Specialty Salesman—Begin Now, this week, and be a mixer on Bowser Equipment.

Supt. Dorsch, of the Washington District, has forwarded to us a card showing the "New Greenbrier" Hotel where President Wilson spends his vacations, they say. This card was sent to Mr. Dorsch by G. P. Stovall with strict instructions to tell Mr. Wilson to come for his vacation as the people were looking for him. Stovall is practicing being a Director, the way he gives orders.

We have just received word that Mrs. A. Curry passed away on Thursday, May 20th. We want to extend to Mr. Curry our deepest sympathy in this hour of his bereavement.

Mr. Curry, himself, is probably the oldest salesman in point of years in the Bowser employ. He was with us before the year 1900 and then was working elsewhere for a while. Since he is back in the Bowser organization again he has been doing a very nice business, having closed over 25 points of business the first half of May, "F. C. W. O." Mr. Curry covers territory in the Washington District that had not been very productive before he took up the work. There are no Railroads in his territory, thus requiring constant driving. Considering existing conditions and Mr. Curry's record for this year, he has done exceedingly well, especially for a man who is 69 years of age.

Mr. J. E. Allen, who began working under the Ft. Wayne District on April 12th, in the state of Michigan, certainly knows how to sell Bowser equipment as he has turned in to date practically 55 points of business.

According to a recent experience which Mr. J. M. Edwards, of the Atlanta District, had in making a sale of a Cut 41 Outfit, there is nothing monotonous about the work of a Bowser salesman.

Mr. Edwards had a prospect who said he was interested in the gasoline trade but did not want to buy yet. Mr. Edwards dressed a store window in his grocery for him and went back after supper and helped him get out 250 circulars, then finished up the day's work by closing his order at 11:15 P. M. Proof conclusive that it pays to stay with the man who is interested and who needs storage equipment.

Salesman K. A. Bachman, of the Atlanta District, recently sold a 5-Barrel Cut 241 to a bank. You can never tell where you're going to land one.

## A FEW WORDS FROM PRESIDENT C. R. EGGLESTON

June 8, 1915.

My dear Townsend:—

Being a man of few words and little noise, I wish to say that in capturing the Presidency of the Pacemakers' Club for 1915 I have accomplished one of the greatest feats of my life. I have secured an honor for my Good Old Albany Office and its Bunch of Good Fellows, "The Best on Earth and the Winners in any contest they may enter," and besides, I have succeeded in trimming that Bunch of "Hot Air Shooters and Western Outlaws" from a prize that they thought they had forever cinched and would never come east of Chicago.

Naturally, it kept me going every moment. As my friend Crandall says, the race is not yet ended by any means. Now if any man trims me out of the One-Two-Three Bronze Table Class, they'll have to trot right along every minute from now until the gong rings for the end.

I am grateful for everything that has been done in my favor and to all who have helped me onward and upward.

Right here's where I close. I want to reserve all my "thunder" and the right to talk until I reach Fort Wayne next January. Then I hope I may shake hands with every man who is drawing money from the Good Old Firm of S. F. Bowser & Company.

Let every man in the organization DIG IN and Win, and then we'll see the smile on "Pa's" face and we can watch with a grin, "Dunk," when he pays.

Here's wishing you the Very Best that is within you.

Sincerely yours,  
(Signed) C. R. EGGLESTON,  
President.



Twin "Red Sentries" before Everheart's Garage, Gosham, Texas. The pump on the left is for gasoline and the pump on the right for motor oils and both are labeled accordingly.

Mr. Joe Williams, who was a successful performer in the Bowser ranks several years ago, has recently taken territory in the Beaumont, Texas, District. Lumber Mill business has been Mr. Williams' long suit and now that the mills are getting ready to operate, we are expecting some nice business from the Beaumont District.

We have just received word from Mr. C. M. Timberlake, of the St. Louis District, that he is off territory for a few days. He says that he arrived home on May 16th and found Mrs. Timberlake and the young salesman doing well. "C. M." is not intending to stay at home long enough to teach his new son all of the cut numbers, but expect to get back on the territory in three or four days to put in full time.



The illustration above shows interior and exterior views of the Public Garage owned by the Niagara Falls Auto Transit Company, Niagara Falls, New York. Salesman S. A. Collins, of the Albany District, has perfectly Bowserized this garage.

They have the following equipment installed:

- 1—1500-Gallon Cut 39 Complete.
- 1— 550-Gallon "Red Sentry" Complete.
- 1—Cut 121 Wheel Tank.
- Battery of 4-Cut 64's Complete.

J. Milton Tucker's Order No. 421 specifies a 5 bbl., "Chief Sentry" and a Cut 63 Outfit to be installed by a billiard hall owner in front of his place of business.

This is a new application of Bowser equipment and shows some salesmanship on the part of Mr. Tucker. It is a tip worth remembering. The outfit was sold "F. C. W. O."

Mr. F. H. Fuller, of Pine Bluff, Ark., has been very successful lately and he is right on the road to the Pacemakers' Club.

Mr. Ed Haas, working in Southern Arkansas, has not been selling Bowser equipment for any great length of time but he has a full grown pace just the same. Twenty-four orders, totaling 60 points of store business for the month of April, practically all of which was kerosene business, is a record worth going after.



Pike's Peak Petroleum Products Company, Colorado Springs, Colorado.

One of the finest appointed Filling Stations in the West. Equipped with an 18-Barrel Cut 101 Bowser Outfit, with a special two-way delivery; also at the swith, one of our 12,000 gallon tanks. Right in the heart of Colorado Springs.



## A CHAMPION BELIEVER

Iaughable Experience of Salesmen J. E. Lipsey  
and J. H. Smitha of the Dallas District  
That is Well Worth Reading

Munroe, La., 2-28-15.

Dear Mr. Townsend:—

While Salesman J. H. Smitha was working my ——— territory, he spied the Warehouse and Landing of ———. It



occurred to him that this party had a most desirable place for a "Red Sentry" to be used exclusively for the small motor boat and packet boat trade. He returned to Monroe and told me he had the most peculiar buyer on earth. One that "believed" in everything but signing a check or order. I went with Mr. Smitha to see the location and meet his "believing" customer.

He sure was some "believer." The best both of us could get out of him was, "I believe you are right but I will have to step aside and see further."

The following day he "believed" he had the best location on the river for such a station but after "stepping aside to see further" he "believed" he wanted to form a company to handle the proposition with him. (We had quoted him a 20 barrel, 12 gauge, Cut 241.)

He "believed" in organizing this company so strong we had to get out and convert one doctor and a groceryman to the idea. At night we had a meeting of The ——— Gasoline Dispensing Corporation and it was a well behaved and agreeable meeting and we were sure of that order but President ——— "believed" he would "step aside and look further" as it was all new to him. (How I wanted to buy him a field glass so he could see further



without the trouble of so much side-stepping.)

The following morning he "believed" he was right but thought it best to handle the proposition alone and not have a company as he owned the landing and could just as well make all the money, although he "believed" we were "powerful high in the figures."

He "believed" he was satisfied with the proposition but would "step aside and see a little further." (How we had to strive to keep from breaking the sixth commandment.)

The morning of the fifth day found him "believing" he would drop the whole matter as one of his friends told him it would not pay to put the system in as he was selling practically all the oil to the boats and would sell the boat men as cheap as he could buy it. He had cold feet right.

We found another friend, however, that was not selling oil and we had him tell him he was foolish not to go after the business right. This started him to "believing" again but did not stop him from side-stepping to see further.

We stopped him from "believing" long enough to thoroughly understand the difference in filtered gasoline and gasoline handled in the usual way. At least he "believed" he understood it and when we went so far as to say he could command a price 3c more for filtered gasoline than the other he "believed" we were right. He would "step aside and look further."

The day was gone and old "Believing" ——— was still "side-stepping." The following morning found the dear old "believer" believing he would buy the outfit if we would wait until the Gasoline Packet Boats come in and make a test of the two gasolines and get them to say they would pay the 3c difference. This was the limit but we were into it then and I promised to make the test after muzzling Smith to keep him from committing murder.

We then had to await the arrival of the three Packet Boats. They all came about the same time and after we corralled them and preached filtered gasoline to them for three hours we let them get to "Old Believer." It was agreed to have the Captain of The First Packet make the test as he had the larger boat and was an old experienced engineer.

We bought filtered gasoline from an uptown filling station and made a twenty mile trip up the ———. First we used the gasoline already in the engine after gauging it and when it run out we cleaned the dirt and water out and believe me there was some dirt and water. We had borrowed a graduate and scales from the druggist and weighed the dirt and measured the water. When the trip was made with the filtered gasoline there was of course no dirt or water in it, neither was there any engine trouble.

The test worked fine and after we did the figuring with that druggist outlay, one stop watch and that dollar watch of mine, the Packet owners agreed the difference was 58.8% to the good and they would gladly pay the 3c difference. We made our report to "Believing" ——— and he said "I believe I am satisfied."

Of course the order was written up and we had his check book handy and he chirped again. "I believe I am satisfied but I have to load these boats out and won't have the time to read all that fine reading before tomorrow and I won't sign until I do and I believe though I am satisfied." Well we saw it was no use as busy as he was and come back locked together like two tired oxen or at least we "believed" we were tired.

The next morning "Believer," called up to say his wife was too sick to see us and was afraid he would have to send her to a hospital and "believed" he had better wait until there was a change for the better as he might have a heavy doctor's bill. We have a friend that is a Christian Scientist, so we got his permission for the Scientist to treat her and this friend would call him every day and tell him his wife was better until Saturday and then we told him so, too, because she was cured.

Do you know that man started to say "Well, I be-l-i—" We choked him off right there. The first positive word he spoke was when he said "I



will write you the check now—but—I believe you are up in your figures."

Well, we left with an order for a ten barrel, twelve gauge 241 and Smitha said as we crossed the bridge for Monroe, "I believe I have sold him."

Yours very truly,

(Signed) J. A. LIPSEY.

## A LETTER THAT TELLS ITS OWN STORY

Tallasssee, Ala., Mar. 25th, 1915.

S. F. Bowser Co.,

Fort Wayne, Ind.

Gentlemen:

We wrote you on the 17th inst., advising you that we were burned out on Sunday, May 16th. Our gasoline tank was in the fire and we wish to state that the pump is in a very bad condition, in fact, we cannot use same now. The tank had about fifty or sixty gallons of gasoline in it and same is intact. If you people want any recommendations on your outfits being fire proof, we feel that we can certify that they are all you claim in the way of being fire proof. Now we want to keep this station but it will have to be put in good condition. It was broken up by falling walls, in fact, it is standing now. It seems that the packings and joints are burned out and melted. You will please advise us what to do with it. If necessary to send the pump stand back to you or have someone come here and fix it, or send to Atlanta or some other city for repairs.

Please advise immediately.

Yours very truly,

WARD LAND & SKAGGS.

J. L. Barth, I. M. Camden, T. C. Potts, O. O. Koogle, J. H. Homsher and J. J. Cline have all been sending in an exceptionally good business, running all the way from 16 to [redacted] during the week ending May 15th. 35 points each

No wonder Ft. Wayne is standing at the head of the list. We have not had reports on all of Ft. Wayne's "bunch" but they certainly are coming along. The city of Ft. Wayne has a motto: "Ft. Wayne with Might and Main."

\* \* \*

Mr. K. A. Bachman finished the month of March by closing two "Red Sentry" orders F. C. W. O., both taken on the 30th.

"K. A." may be meek as a lamb at times, but on that day he went out, as the Atlanta Office says, like a lion and devoured two full meals. Such meals make fat records.

\* \* \*

Mr. and Mrs. J. M. Edwards (Mr. Edwards covers territory in the Atlanta District) announce the arrival of Margaret Argyll, on April 5, weight eight pounds. We wish to congratulate the happy parents.

We have received word from the Albany Office of the death of Mrs. Aage de Place. Mrs. de Place has been in very poor health for the past eight months during the most of which time she has been under treatment in a Brooklyn Hospital.

Mr. de Place covers territory under the Albany Office and we wish to extend our sincere sympathy to him in his bereavement.

## POINTERS' SERIES.

We are reproducing a little folder gotten out by the Kansas Fire Inspection Office, Topeka, Kans. Mr. Charles E. Eldridge, Manager, issues every so often a number of these little folders for distribution among the people of Kansas. He entitles these folders "Pointers' Series." One that was issued December 15, 1909, bears directly on our proposition. Therefore we are reproducing it for your information:

"In considering this proposition, Sir, I reaffirm, it is, by some, maintained that 50% of the gasoline stored above-ground in the cheap, leaky cans, so often used, will evaporate in a month's time.

"From an economical standpoint, the underground tank is a better proposition, and, too, is a safer proposition from the hazard of fire. In the course of a fire, in a certain Kansas town, that threatened to spread, one of those excitable characters took an axe and drove a hole in a filled gasoline tank at the rear of the lot, on the alley, 'so as to prevent a possible explosion.' The gasoline flowed freely out onto the ground and the fumes sailed gaily over to the flames, and, and, well, nuf sed. (The whole block had a 'close call').

"Every municipality should control this matter in a sensible manner. This highly volatile product of petroleum, practically protected, paralyzes the possibility of a party's participation at a funeral or passing papers over to the Insurance adjuster.

"There are devices approved for handling gasoline, they having been tested at the Underwriters' Laboratories for those points considered for greater safety from fire, and as fire prevention inspectors, we urge the use of these approved devices.

"This Ordinance, enforced, is an excellent example and is quoted for the general interest to life and property, and with no apology for another Pointer.

### ORDINANCE NO. 198.

(First Published in Moundridge Journal, August 20, 1909.)

An ordinance relating to the handling of gasoline in the City of Moundridge, Kansas.

Be it ordained by the Mayor and the Councilmen of the City of Moundridge, Kansas:

Section 1. Be and the same is hereby ordained that it shall be unlawful to keep or store more than five gallons of gasoline in the City of Moundridge, except in underground tanks not less than twenty feet from any building or in separate buildings built accord-



SO AS TO PREVENT A POSSIBLE EXPLOSION

"ORDINANCE"  
GOVERNING STORAGE  
OF GASOLINE  
IN UNDERGROUND  
TANKS



EVERY MUNICIPALITY SHOULD CONTROL THIS MATTER.

ing to the specifications of the fire limit ordinance not less than twenty feet from any other building.

Sec. 2. Any person or persons, firm or corporation violating section one of this ordinance shall be fined in the sum of not less than \$25.00 nor more than \$100.00 and costs.

Sec. 3. That this ordinance shall take effect and be in force from and after its publication once in the Moundridge Journal.

Passed by the Council and approved by the Mayor, this 16th day of August, A. D. 1909.

(Seal)

W. CASSLER, Mayor.

Attest: J. J. RUTH, City Clerk.



A Standard Cut 41 after going through a severe fire at the Lockwood Garage, Memphis, Tenn. No explosion or damage ever resulted from gasoline stored the Bowser Way.

## WHAT THE NEWSPAPERS SAID ABOUT THE FIRE

to equip six more mail cars.

**GASOLINE IN GARAGE.**

The recent fire in the Lockwood garage is just one more lesson added to history as to the destructive power of gasoline.

Just a little gasoline leaking from an automobile has caused thousands of dollars' loss and endangered the lives and property of those near the garage. Just suppose for a moment that the storage supply of gasoline which was on hand at the Lockwood garage had been stored in a tank above ground, like some people store their gasoline. The result of such a method in this instance would be difficult to imagine. The fact, however, stored safely underground in a Bowser storage tank, and that it was brought to the inside of the garage as needed through a long-distance pump prevented a more serious fire.

DATE 5/8/15.

MEMPHIS NEWS SCIMITAR.

an-  
JAC.

trib-  
the

*Bowser Post  
Special 17/1915  
Saturday*

**SATURDAY**

# GIRL CLERK ENVELOPED BY FLAMES

## Alone in Store When Oil Catches Fire

Miss Sadie Schloss, 17 years old, was seriously burned late yesterday afternoon while alone in the hardware store of her father, Max Schloss, 778 Broadway, Chelsea, when a sheet of flame, caused by spontaneous combustion, enveloped her. She was rushed to the Frost Hospital, where her name was placed on the dangerous list.

### GASOLENE CATCHES

Miss Schloss tended the store yesterday afternoon during the absence of her father, and was alone when a sheet of flame burst from a quantity of gasoline and oil stored near where she stood. Her clothing was lapped by the flame and in an instant she was ablaze.

The terrified girl ran screaming from the store into the wall paper store of Benjamin Baker, 776 Broadway, next door. By throwing a heavy cloth about her Baker succeeded in extinguishing the flames after a few minutes of strenuous effort.

Nearly all the clothing on the girl had been burned from her. Patrolman John Dewan was called to the scene. He threw a rubber coat about the girl and rushed her to the Frost Hospital in an ambulance.

**Malden Starts**

*Sh*



# Branch Office Standing

Week Ending June 12th, 1915

## Senior Offices

1. FORT WAYNE.....E. J. Little, Mgr.
2. ALBANY.....Mgr.
3. SAN FRANCISCO.....D. S. Johnson, Mgr.
4. CHICAGO.....T. D. Kingsley, Mgr.
5. DALLAS.....B. L. Prince, Acting Mgr.
6. ST. LOUIS.....G. H. Hastings, Mgr.
7. HARRISBURG.....R. S. Colwell, Mgr.
8. TORONTO.....W. R. Hance, Mgr.
9. ATLANTA.....H. W. Brown, Mgr.

By Heck! Just look at the speed these offices are going—Toronto is only 4½ points from tying Dallas for 5th place—Albany is pushing Fort Wayne to the limit for first place. The other districts are coming stronger every day.

## Junior Offices

1. DENVER.....C. C. Barnett, Supt.
2. WASHINGTON.....A. W. Dorsch, Supt.
3. NEW YORK.....H. C. Carpenter, Supt.
4. LOUISVILLE.....E. J. Gallmeyer, Supt.
5. PHILDELPHIA.....W. M. Mann, Supt.

New York is taking a fresh start while Louisville and Philadelphia are traveling close upon her heels. Denver and Washington are fighting hard for first place with odds on Denver at this moment..

## Standing of Forty High Men, June 11, 1915

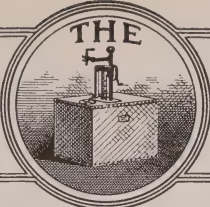
Salesman's Name.	Office.	Salesman's Name.	Office.
1. W. V. Crandall	San Francisco	21. F. M. Kennedy	San Francisco
2. C. R. Eggleston	Albany	22. R. D. Leonard	Harrisburg
3. W. B. Stamford	Eng. Sales	23. A. E. Darling	Chicago
4. G. H. Reuben	San Francisco	24. R. W. Sheffer	Albany
5. R. G. Fisher	Denver	25. C. J. Rogers	Chicago
6. H. A. Leonard	Chicago	26. J. W. Merickel	Toronto
7. R. Coddington	Denver	27. W. Elliott	Albany
8. A. G. Hartgen	Harrisburg	28. E. J. Murphy	Toronto
9. J. J. Connelly	Eng. Sales	29. R. E. Clement	Chicago
10. L. W. Cheney	Fort Wayne	30. N. Mattingly	Chicago
11. F. W. Devereux	Albany	31. R. W. Jewel	Denver
12. W. A. Merrill	Fort Wayne	32. F. H. Richardson	Albany
13. R. T. Lawrence	Chicago	33. G. H. Schnabel	Chicago
14. D. W. McConnell	Albany	34. R. L. Duncan	Chicago
15. N. A. Ring	Albany	35. E. R. Bird	San Francisco
16. W. H. Ladd	New York	36. J. O. McCracken	Fort Wayne
17. J. G. Roberts	Albany	37. E. F. English	San Francisco
18. H. A. Vortigern	Philadelphia	38. J. E. Goran	St. Louis
19. J. J. Manning	Chicago	39. J. F. Vonderembse	Denver
20. G. P. Stovall	Washington	40. E. L. Milliron	Eng. Sales

## Five High Men by Points in each District, June 10, 1915

(Districts Listed Alphabetically)

ALBANY.			NEW YORK		
1. D. W. McConnell	1. J. M. Tucker	1. L. W. Cheney	1. W. H. Ladd		
2. F. W. Devereux	2. P. W. Lawther	2. W. A. Merrill	2. H. Dalgaard		
3. N. A. Ring	3. W. H. Ince	3. W. H. Pritchett	3. F. C. Schuster		
4. G. W. Elliott	4. R. L. Matthews	4. J. O. McCracken	4. G. W. Scott		
5. J. G. Roberts	5. Ed Haas	5. C. B. Evans	5. F. H. Peeples		
ATLANTA			PHILADELPHIA		
1. R. W. Maxey	1. R. Coddington	1. A. G. Hartzen	1. H. A. Vortigern		
2. M. Bedingfield	2. J. F. Vonderembse	2. D. Leonard	2. W. M. Rooker		
3. E. F. Bachman	3. R. W. Jewel	3. C. P. Law	3. J. P. O'Neill		
4. T. F. McWaters	4. H. U. Earle	4. W. B. Offerle	4. W. S. Parker		
5. L. W. Crow	5. A. M. Lucas	5. J. M. Prigg	5. W. J. McKeon		
CHICAGO			ST. LOUIS		
1. H. A. Leonard	1. W. B. Stamford	1. Max Hointze	1. W. E. Tousley		
2. J. J. Manning	2. J. F. Connelly	2. D. Moore	2. W. C. Sutton		
3. R. T. Lawrence	3. F. L. Milliron	3. F. L. Alsobrook	3. G. P. Dickev		
4. C. J. Rogers	4. W. A. Armstrong	4. J. B. McPherson	4. J. F. Goran		
5. N. Mattingly	5. R. S. Johnson	5. J. W. Dickason	5. W. A. Lee		
SAN FRANCISCO			WASHINGTON		
1. F. M. Kennedy	1. T. H. Rhodes	1. G. P. Stovall	1. G. P. Stovall		
2. E. R. Bird	2. J. W. Merickel	2. D. W. Darden	2. D. W. Darden		
3. E. F. English	3. E. J. Murphy	3. W. S. Stoner	3. W. S. Stoner		
4. W. B. Jameson	4. W. Hickingbottom	4. J. T. Gibbons	4. J. T. Gibbons		
5. W. C. Smith	5. H. T. Sterne	5. H. W. Bell	5. H. W. Bell		

# BOWSER



# BOOMER

VOL. XII

July 1, 1915

No. 1



## OUR HARD WORKING, EARNEST MINDED ENGINEERING SALES MANAGER, MR. E. H. BRIGGS

Mr. E. H. Briggs' position as head of the Engineering Sales is no "cinch." Its a man's size job, requiring constant study and attention. Mr. Briggs has to adapt standard equipment to the varying uses that physical conditions impose in factories. This requires not only an intimate knowledge of our oil handling devices, but the best way to apply them under any given circumstances.

From a Bowser salesman to Sales Manager is Mr. Briggs' business career in a nutshell. It is well worth emulating and proves the old adage "There is always room at the top."


Mr. Briggs, for a number of years, was a very suc-

cessful Bowser factory salesman in New England. His thoroughness, attention to detail and truthfulness won him many friends and gradually advanced him to the honorable position he now attains.

In spite of Mr. Briggs' seriousness he has a fund of Yankee humor underlying it all, that tempers much that he does. Those who know him like and admire him.

Mr. Briggs is going to solve some of the engineering problems. He likes this branch of the business and a strong man in love with his work spells success for the entire department.

POSTAL TELEGRAPH-CABLE COMPANY



**NIGHT LETTERGRAM**

THE POSTAL TELEGRAPH-CABLE COMPANY'S NIGHT LETTERGRAM SERVICE IS THE ONLY SERVICE OF ITS KIND IN THE WORLD. IT IS THE ONLY SERVICE OF ITS KIND IN THE WORLD. IT IS THE ONLY SERVICE OF ITS KIND IN THE WORLD.

INDEPENDENT COMPETITIVE PROGRESSIVE

124 ch j

112 Paid NL 1123-P

San Francisco, Calif., June 16, 1915

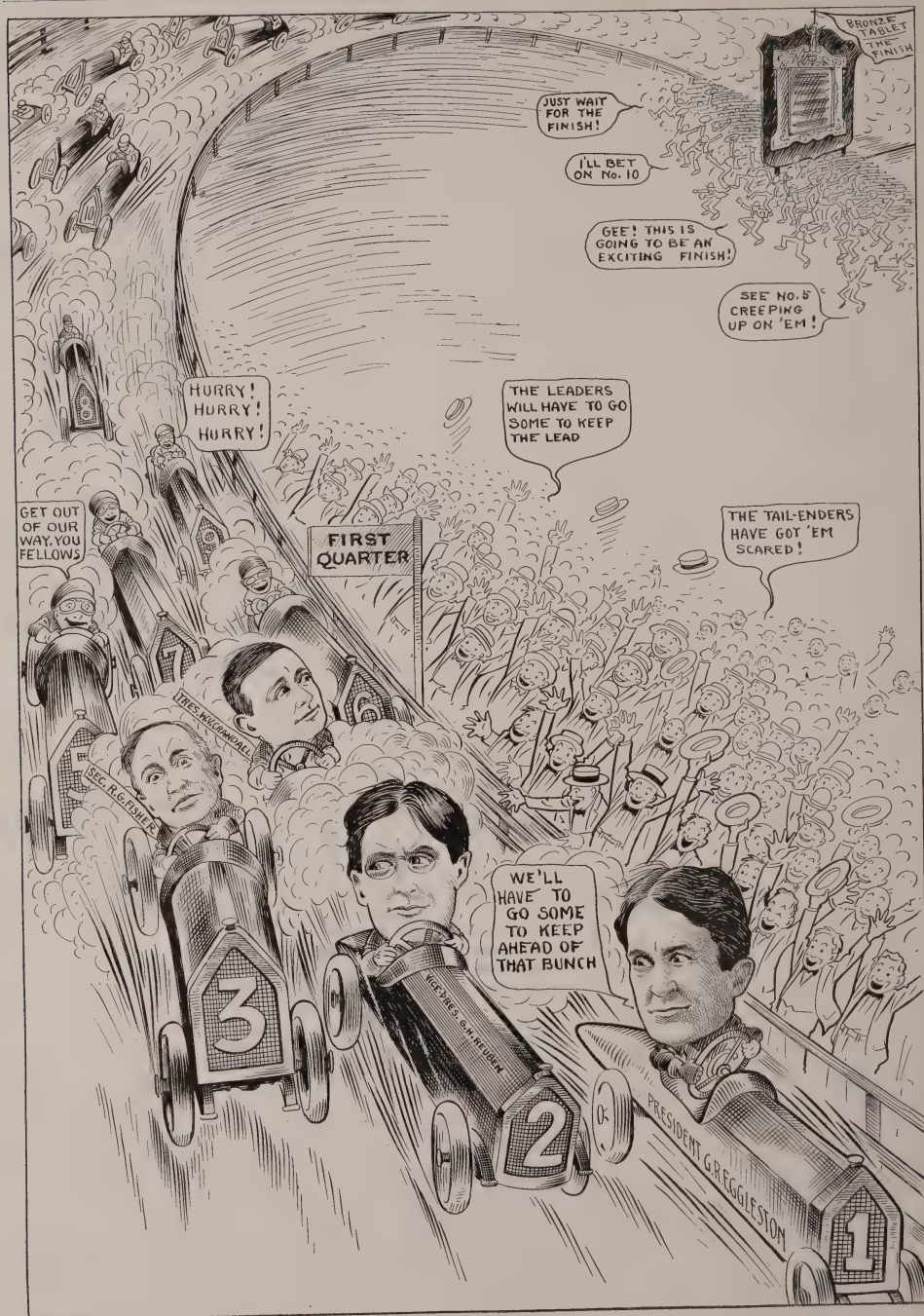
S. F. Bowser,      Pres. S. F. Bowser & Co., Fort Wayne, Ind.

The International Jury of Awards of the Panama Pacific International Exposition has awarded to S. F. Bowser and Co. the Grand Prize which is the highest possible honor given only to those firms whose products are rated one hundred percent perfect. Also a Gold Medal both on our Self Measuring Pumps and Storage Tanks. You are to be heartily congratulated on this recognition of the high state of efficiency in both product and business management which has been attained under your leadership and direction. Next week we will have photographs of exhibit made and as soon as received forward them and other data so that full particulars can be printed in Boomer.

E. M. Saverpool

Proof  
Conclusive  
as to Bowser  
Quality

Bowser Awarded  
Grand Prize  
and  
Gold Medal





# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY

**S. F. BOWSER & COMPANY**

Edited by GEO. A. TOWNSEND

DEVOTED TO THE INTERESTS OF THE COMPANY AND ITS EMPLOYEES

JULY 1, 1915

## THE HABIT OF SUCCESS

It is not so easy to acquire as some habits, but when you once get it, it will stay with you.

Every salesman, and particularly the new salesman should get the "success habit." The right way to acquire it is to cling steadfastly to every purpose formulated and every task attempted until you are successful. Do this in little things as well as in the big ones.

If you make up your mind to catch the 6:15 train catch it. If you determine to learn a poem by heart, learn it. If you lay your plans to get a certain order, get it. If you say you will complete a certain job before you go home at night, complete it.

In this way you will get the habit of succeeding in all things which you undertake, and when the big things come along you will not only tackle it with determination and enthusiasm, but you will know before you begin that you are going to accomplish it.

## DISCIPLINE

That's the word that explains success. Ask the winner of the Harvard-Yale boat race; ask every person who has conquered himself first and then conquered every obstacle that stood between him and achievement.

When a crew of raw Oarsmen begin to train, each man has a wild notion that it's the business of all others to copy his stroke.

Discipline soon puts a stop to that sort of thing and in the end the eight individual oarsmen pull with rhythmic, steady swing, as if one brain controlled the motion of eight pairs of arms.

The same thing happens when a salesman begins his career. Ambition, Ability, Push, Courage, Determination, Hard Work, Good Health, and Capacity for Sacrifice are the oarsmen he must depend upon in making progress toward the goal.

There's likely to be trouble at the start. If Ambition is a spury chap, Ability may lag; Courage may be speedier than Hard Work, etc.

Nothing but strenuous self-discipline will get all these fellows pulling together with an equal stroke. And nobody can discipline that crew of yours as well as yourself.

Train all your faculties to work in harmony—that's team work.

Make them all keep up with the fastest.

Don't stand for any laggards in your crew.

We are informed by good authority that Mr. H. W. Bell, of the Washington District, became a benedict on the 12th.

Mr. and Mrs. Bell have our most hearty congratulations and good wishes for a happy and prosperous future.

## BOWSER OUTFIT AGAIN WITHSTANDS THE TEST OF FIRE

On the back of an exchange card which Mr. J. P. Michie sent in with his Order No. 116, we found the following notation:

"He had a fire that burned the casing so I could not find serial number. The oil did not catch fire, so the Bowser tank saved him from having a big fire."



## TO MY BEST GIRL

"As I sit alone at the station tonight,  
Waiting on freight number two,  
'Neath the dim ray of the signal light,  
My dear, I am thinking of you.

As I travel the road each day,  
Meeting old faces and new,  
The vision of one that lightens my way  
Is the dear, sweet face, my darling, of you.

And the last day of my trip,  
With my order book I've missed a few,  
My Bowser Pump Models all packed in my grip,  
I'm leaving for Dixie land, my mother, to you.  
(Signed) C. J. ROGERS,  
March 23rd."

## ENOUGH SAID

Mason City, Iowa, 3-25-15.

S. F. Bowser & Co.,  
Fort Wayne, Ind.

Gentlemen:—

Will you please mail us at once part No. 26 for header on our tank system. We had a bad fire yesterday and it was broken. Rest of outfit including pump stood the fire well, and can speak a good word for the outfit. Please rush same. Send gasket also.

(Signed) MODEL DYERS & CLEANERS.

Salesman E. S. Lipford, of the Atlanta District, starts right. His first report recorded one sale and next day he repeated.

## Another Premier Honor Captured by the "Pikes Peak" Bunch They Elect their Director



MR. R. CODDINGTON,  
Of the Denver District.

### Mr. R. Coddington, of the Denver District, Was Elected Director of the Pacemakers' Club on June 5th, With a Total of 501 Points to His Credit.

Pacemaker, December 19, 1912. Closed year with 518 Points.

Pacemaker, September 25, 1913. Closed year with 701 Points.

Pacemaker, October 3, 1914. Closed year with 651 Points.

Director, June 5, 1915. Closed year with—— Points.

The above is a record to be proud of. Mr. Coddington is the type of Bowser salesman that makes for success no matter where he travels. In all his connection with the Company, and it is now over six years since he joined the Sales Organization, he has traveled in the one district in all this time and in spite of the physical conditions of his territory and the hardships he has to undergo in securing business, he seldom, if ever, "misses fire."

His sales battery is heavily charged with Bowser Quality and when in action he throws a "fat" spark

that ignites the enthusiasm of the prospect and the explosion is evidenced by the prospect's signature on the dotted line. It takes a man of unusual ability to forge ahead in the country he travels.

Now that the Denver District has elected their quota of Executive Officers, it's up to Mr. Fisher and Mr. Coddington to see that the balance of the "Pikes Peak" boys are gathered into the fold and they arrive at the Convention with every man in the district accounted for. What these two men have accomplished in selling should be of such inspiration to the balance of the "Pikes Peak" bunch that they'd be ashamed of themselves not to emulate their example.

Once more, Mr. Coddington, we take pleasure in extending our hand and heartiest congratulations on your success this year. Particularly do we want to congratulate you on the improvement in time in accomplishing this result. Here's to you until we meet at the Convention this coming January.

## Albany is Determined to Keep in the Limelight—They Elect their Director and Add a Member to the Club



MR. D. W. MCCONNELL,  
Of the Albany District.

### Mr. D. W. McConnell, of the Albany District, Was Elected Director of the Pacemakers' Club on June 8th, With a Total of 545 Points to His Credit.

Pacemaker, December 9, 1913. Closed year with 525 Points.

Pacemaker, July 30, 1914. Closed year with 707 Points.

Director, June 8, 1915. Closed year with — Points.

You will note that Mr. McConnell had 545 points when he obtained the Directorship of the Albany District. It was necessary for him to make 541 points owing to the fact that he had working with him in his territory, a sub-salesman. It rounds all the more to his credit and the credit of his sub, Mr. C. R. Ross, that together they have obtained the necessary points to secure this honor.

Mr. McConnell combines tact with "stick-to-itiveness" and diplomacy with aggressiveness. These traits are predominant in his sales work and as a result he is able to break through the cold exterior of the Maine Yankee and reach the warm heart below.

Mr. McConnell joined our Sales Organization on New Year's Day, 1913. He started out with the one objective before him, making the Club that year.

How well he succeeded is evidenced by the above record.

Mr. McConnell believes in selling Bowser Service first and the equipment next. To him, the equipment isn't just so much iron, brass and steel, but it represents something that will render a service to the purchaser far beyond the amount of the investment. When Mr. McConnell sells Bowser Equipment he doesn't talk price or valves, cylinders, plungers, etc., but he shows the prospect conclusively where that equipment can be installed to the best advantages and how it will make him money. It is this ability on his part to visualize to the customer what he knows the equipment will do in the way of Service that has made him a successful salesman from the start.

It is with pleasure, Mr. McConnell, that we extend to you our heartiest congratulations on your election as Director of the Albany District. We hope that with you and Mr. Eggleston, you will be able to bring as large a delegation to the coming Convention as Chicago had last year. Here's hoping.



## Harrisburg Has Scored Its First "Hit" of the Season By Electing their Director



MR. A. G. HARTGEN,  
Of the Harrisburg District.

### Mr. A. G. Hartgen, of the Harrisburg District, Was Elected Director of the Pacemakers' Club on June 19th, With a Total of 502 Points to His Credit.

Pacemaker, September 11, 1913. Closed year with 630 Points.

Pacemaker, September 23, 1914. Closed year with 716 Points.

Director, June 19, 1915. Closed year with—Points.

Does anyone in the Bowser Sales Organization know what is "shin fever?" We expect not, because that is a phrase that is used in Maryland among the natives who live in the Blue Ridge Mountains. They call the muscular contraction in the lower part of the leg that is gained from going up and down the steep ridges, "shin fever." It is only those natives who have energy, push and enthusiasm that get it because the rest of them are content to remain in the valleys and not make the effort to climb.

Mr. Hartgen has contracted a chronic case of this trouble in his territory and as a result has obtained the Directorship of the Harrisburg District. You know Hartgen comes from Hagerstown, which is the second largest city in Maryland and located in

the base of the Blue Ridge Mountain. It doesn't matter how you move, you have to go either up or down hill. Even the city itself has little or no level streets in it.

Mr. Hartgen has been in the Sales Organization since June 22, 1910. It took him some time to strike his gait and although he has been a steady producer from the beginning, it was not until 1913 that he contracted a bad case of "Pacemaker-itis." When he once was innoculated it was all off as is proven by his record this year.

The Editor being a son of Maryland and knowing every inch of territory covered by Mr. Hartgen, he more than congratulates him on this achievement. Some of the natives in his district are still voting for Andrew Jackson and a few of them are undoubtedly of the opinion that the present Mexican war trouble is but a continuation of the Mexican War of 1846-48.

Here's to you, "A. G.," and a hearty welcome to the Convention next January.

## Missed the Albany Directorship by a "Nose" in the Gamest Kind of a Fight



MR. N. A. RING.  
Of the Albany District.

Mr. N. A. Ring, of the Albany District, Was Elected a Member of the Pacemakers' Club on June 14th, With a Total of 503 Points to His Credit.

Secretary, May 15, 1913. Closed the year with 984 Points.

Pacemaker, July 23, 1914. Closed year with 698 Points.

Pacemaker, June 14, 1915. Closed year with — Points.

The fight for Directorship in the Albany District has been the cleanest, prettiest contest ever staged since the organization of the Club. It has been "nip and tuck" between Mr. Ring and Mr. McConnell for this honor. The fact that this year "shipped business" is the only thing that counts in the Contest, lost this honor for Mr. Ring by a "nose." Otherwise, it would almost have been a tie.

Mr. Ring is one of the older Bowser salesmen, having joined the Sales Organization in 1908. His ability, integrity and loyalty have never been questioned.

Mr. Ring is of such a character that he has probably been the first one to congratulate Mr. McConnell on his achievement in beating him to the Directorship. The Club is a gainer by having such a man as a member.

Once more, Mr. Ring, we want to extend our heartiest congratulations on your gaining the Club this year. We are proud of you and your record. May it never grow less.

### ANOTHER LETTER THAT IS SELF-EXPLANATORY

ROBERTSON AND CAHILL  
Staple and Fancy Groceries.  
176 Belle Street.

Alton, Ill., June 15, 1915.

S. F. Bowser & Company,

Gentlemen:—We have had your outside Coal Oil and Gasolene Pumps in constant use for the past nine months and they have proven to be perfectly satisfactory in every respect, not only as regards convenience and safety, but in a financial way as well.

In our old building where we had our "Old Style" tanks inside store, our rate of insurance was \$1.50 per hundred, where our rate with tanks outside and underground is 35c per hundred—a difference of \$1.15 on the hundred. So you can

see the difference in our insurance rates will soon pay our investment in a very short time.

Yours truly,

(Signed.) ROBERTSON & CAHILL.

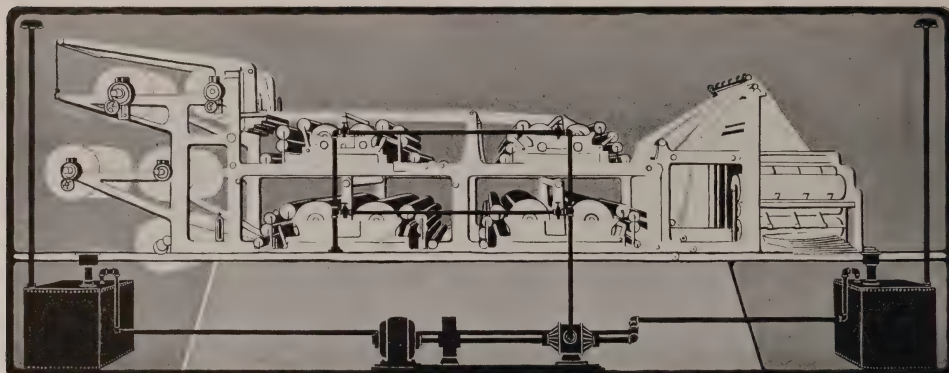
\* \* \*

Mr. E. J. Gallmeyer, Superintendent of the Louisville District, was a caller at the Boomer office Thursday, June 17th. He was home to attend the funeral of his father which took place at their home in Fort Wayne, June 16.

All who know "Ernie" will certainly extend their deepest sympathy to him in his present bereavement.

\* \* \*

Salesman W. B. Offerle, of the Harrisburg District, recently closed a splendid Public Garage order amounting to about 38 points. It consisted of a "Chief Sentry," Wheel Tank complete, four Cut 64's and five Cut 63's. Mr. Offerle's stock in the Pacemakers' Club is going up.



### PRINTING INK

**Bowser Equipment for Handling Printing-Ink—A Class of Prospects That Are Well Worth Working.**

Printing-Ink.—Any ink used in printing is essentially a pigment of the required color, mixed with an oil or varnish. John Underwood in 1857, before the Society of Arts, described the properties essential to a good printing-ink as follows: It must distribute freely and easily and work sharp and clean; it must not have too much tenacity for the type, but come off freely and adhere to the paper; it must dry almost immediately on the paper, and not dry at all on the type or rollers; it should be practically proof against the effects of time and chemical reagents, and never change color. The pigment used for the best black ink is lampblack, and the vehicle is usually linseed oil. Mineral pigments are generally used to produce the different colored printing-inks.—The New International Encyclopedia.

The above description of Printing-Ink is self-explanatory. Roughly speaking, Printing-Ink is divided into three grades, viz.: Book-Ink, Job-Ink and News-Ink. The two former grades, Book-Ink and Job-Ink, are made from pigments of the required colors, mixed with No. 1 Varnish of different grades of strength. These inks are stiff and do not flow freely.

News-Ink, which is used on large publications of the cheaper character and also on newspapers, is made from lamp-black mixed with thick linseed oil which, however, flows very freely. It is usually transferred to the fountains of the presses by dippers or ladles.

The cost of News-Ink runs from five to seven cents per pound, depending somewhat on the quantity purchased. It is usually shipped in barrels weighing five or six hundred pounds. Remember that this is purchased by the pound and not by the gallon.

In order to get the best results from News-Ink the press-room is kept at a temperature of about

eighty degrees. It is the idea to keep this ink flowing as freely as a medium grade lubricating oil.

Now, we have several outfits that are successfully handling News-Ink. They are as follows: Cut 41, Cut 109 and Cut 752.

As you know, the Cut 150 is our Self-Measuring Power Pump.

Our Cut 752 is our Remote Control Oil Metering System. This class of equipment may be used by manufacturers of inks when the liquid has to be barrelled for shipment and accurately measured in predetermined quantities.

If it is not desired to place a power system in the building, a Cut 41 pump can be used with a large suction pipe, provided the storage tank is not located too great a distance horizontally and vertically from the pump. A Cut 109 outfit can also be used for handling News-Ink, provided a first floor outfit is all that is required.

In handling News-Ink with the Cut 41 and 109 outfits it is necessary to carry the liquid from the pump and pour or ladle it into the press fountain. These outfits, however, insure accurate measurement, and reduce the losses to the absolute minimum.

For the purpose of illustrating what one of our Remote Control Oil Metering Systems will do, we are going to take our installation at the Manitoba Free Press, Manitoba, Canada, and briefly describe it.

The system here is equipped with twenty remote control valves, Cut 212. Eight of these are on one press. There are six on each of the other presses.

With this system the News-Ink is delivered into the fountain of the presses by simply turning the handle on the remote control valve, which in turn starts the pump that is located approximately 100 feet away from the farthest press. When the fountain is full, by simply shutting off the valve the pump automatically stops. If, however, two or three other valves are open the pump will not cease working until the last valve is shut off.

You can readily see that a system of this kind does away with all losses that are involved in handling ink by lading, carrying in open containers, etc. This firm purchases as many barrels of News-Ink as they need to fill the large storage tanks and empty them immediately upon receipt, by gravity. This does away with the storing in wooden barrels and the loss such storage involves in seepage, leakage





A storage warehouse for printing and lithographing ink—

A Bowser system installed here would do away with many barrels and wasted space.

and absorption. The outfit has paid for itself in saving of time, preventing loss of ink, and the convenience and cleanliness established. It has also promoted thrift throughout the entire plant.

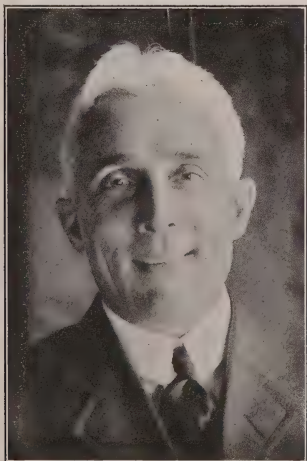
In laying out a Remote Control Oil Metering System great care should be taken not to specify too large a pump. It should also be understood that in systems for handling ink, the ink has to be kept

warm and consequently the pipe lines placed in such a position that the ink flowing through them will not get cold. All such prospects must be referred to the Engineering Department of the factory before any definite recommendation is made. The success or failure of these systems depends upon the right kind of installation.

Salesman M. A. Ashley, of the Atlantic District, states:

"I am on the war path with my Ford now. . . . Last week I saw a lot of merchants and sold them tanks that I probably never would have sold, travelling on the railroad or driving.

Yesterday I was lost on the Alabama and Mississippi line. Ran into a merchant who had been in business there for years but had never before seen a Bowser Salesman. Closed him for a nice outfit. Don't suppose he would have seen me if I hadn't gotten off the trail and actually been lost."



"Foxy Grandpa."

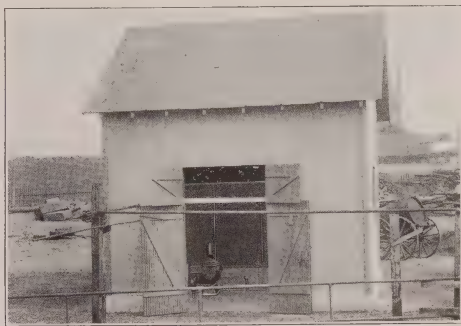
The above photograph is a good likeness of our Mr. L. B. Robinson of the Dallas District. Mrs. Robinson wrote on the back of it:

"Just to prove I am the husband of a photographer too."

Mr. Robinson is much younger than this picture represents, but not any more handsome. He wears the smile that won't come off, even though he travels through the sage brush among the "wild and wooly Oklahomans."

Mr. Robinson enjoys the distinction of having secured the largest month's business in the Dallas District during the year 1914, which was in November. He says he's going to break that record this year.

Watch "L. B." step.



#### A BOWSER 5F-312 BATCH TYPE OIL FILTERING SYSTEM

Through the courtesy of Salesman Herman L. Rolf, of the Engineering Sales Department, we have secured the above photograph of one of his installations, made from his order taken March 28, 1913.

The outfit, a Bowser 5F-312 Batch Type Oil Filtering System, is placed in the small concrete and plaster house as shown. It is used for reclaiming Lubricating Oils and Greases. These oils, when new, are applied to the numerous bearings in a Rolling

Mill and from these bearings the oils, after passing through, are collected into 3", 4" and 6" Tile Drains.

These drains and channels are tied into a 12" Sewer Pipe Drain and conveyed with considerable quantities of water to a shallow pond with an approximate area of 5' x 100'. This pond or basin is provided with steam coils to boil the mass of oils and greases. A skimming device is provided by which the oils and greases are collected into one point and from this the mass is lifted by a steam pump into the dirty oil receiving compartment in the Bowser Filter.

The filtered oil comes from our system absolutely clean and free from grit, scale, etc., and is used again on the bearings. The outfit, including the house and complete installation, cost about \$1,500.00. It is showing a net saving in oil of \$20.00 to \$25.00 every working day. And this is a very conservative estimate.



A Good View Taken Last Winter of Our "Red Sentry" as Installed for The Bike Shop, Fostoria, Ohio. Note the Motorcycle Sled.

Mr. E. S. Morse, of the Albany Office, is keeping busy these days. He recently got out a letter to the men which was full of facts and "ginger."

He reproduced a copy of a Summary received during the week from one of the Albany top notch salesmen which revealed the secrets of his success. On one of them it showed he worked Saturday and sold a 10-point order.

On another one it read:

"Poured rain all day—few calls, but a lot of letter writing and circularizing."

There was also one order that day for 8 points.

#### THE FOLLOWING FIRE TEST TELLS ITS OWN STORY

Memphis, Mo., April 26, 1915.

Dear Mr. Townsend:

Last night fire destroyed two garages here—the Memphis Garage Company with our "Red Sentry," Cut 241, 5-bbl. tank installed. Tank contained about 100 gallons of gasoline—no explosion but fire was so intense that pump was destroyed.

The other garage owned by C. E. Thomas had a "Red Sentry" Cut 241 and the tank contained over 100 gallons of gasoline. Pump slightly damaged and hose burned off. No explosion.

(Signed.) F. M. HETHERINGTON.



Mr. G. P. Dickey, of the St. Louis District, and his friend, the "Red Sentry."

The Same Results Every Time.

THE U-V LAUNDRY

216-218 West Sixth Street.

Dry Cleaning, Pressing and Repairing.

Topeka, Kans., Apr. 20, 1915.

S. F. Bowser & Co., Inc.,  
Fort Wayne, Ind.

Gentlemen:—Replying to your inquiry concerning the safety of your system would say, we had a fire in our Cleaning Room September 19th, from an unknown cause. We had about six or seven hundred gallons of gasoline in tanks at the time of the fire, all of which came through safely. Our outfit was put back in use again after the smoke cleared away.

We are perfectly satisfied with the Bowser System.

Yours very truly,

(Signed.) U-V. LAUNDRY,  
By J. H. Ullsh.



A fine installation of Bowser Cut 109's as in use by the San Antonio Drug Company, San Antonio, Tex.



WHAT AN OIL COMPANY THINKS OF THE  
"CHIEF SENTRY"

The picture accompanying this paragraph shows our "Chief Sentry," Cut 102, Five-Gallon Pump, as it appeared in the booth of the Great Western Oil Company's Exhibit at the Grand Rapids (Michigan) Auto Show, which ended Saturday, February 20th.

This is one of the pumps they had ready to install in Grand Rapids as soon as the frost was out of the ground. They were so well pleased with the performance of the others that they already have in operation, they could not resist including this among their exhibits at the Show.



Representative Installation of Our "Red Sentry" Outfits for the Pierce Oil Company, Little Rock, Arkansas.



Mr. J. C. Hartsough, of the St. Louis District, with His Horse and Buggy About to Start on a Day's Work.

\* \* \*

Tut! Tut! Here's another new man that grabs off a nice order the first day and then repeats on his second effort the following day. It is Mr. L. W. Tut, of the Washington District.

Salesman M. J. Gutman, of the Washington District, is a very nice producer and shows class.

Sixteen

OKLAHOMA MOTORIST  
OKLAHOMA CITY, OKLA., APRIL, 1915.



### Gasoline Supply Co.

Wholesalers and Retailers of  
Gasoline and Oil Products

Pennsylvania Paraffine Base,  
Amalgam Oils and Greases

Crown Brand Oils and Greases

Station No. 1 at 115 West First St. Oklahoma City  
Station No. 2 at 505 N. Broadway, Oklahoma City

We carry a full line of Oils and Accessories for motorists at both Stations.

Our **CRYSTAL-WHITE** gasoline is the "cheapest in the long run"

and like our prompt service, free air, motorcycle delivery to gasoline-shy customers, means satisfaction to you.

To Dealers in any Character of Oil Products---Write us for Prices.



# Branch Office Standing

25th Week Ending June 26th, 1915

## Senior Offices

1. FORT WAYNE.....E. J. Little, Mgr.
2. ALBANY .....W. M. Mann, Mgr.
3. CHICAGO .....T. D. Kingsley, Mgr.
4. SAN FRANCISCO.....D. S. Johnson, Mgr.
5. DALLAS .....B. L. Prince, Acting Mgr.
6. HARRISBURG .....R. S. Colwell, Mgr.
7. ST. LOUIS .....G. H. Hastings, Mgr.
8. TORONTO.....W. R. Hance, Mgr.
9. ATLANTA.....H. W. Brown, Mgr.

Seven tenths of one point only separate Albany from Fort Wayne. Chicago and Frisco are fighting every inch of the way for third position and all four of the leaders are so close that any day's result will change the standing. Four and two-tenths separate Toronto from Dallas and Atlanta is now coming strong.

## Junior Offices

1. DENVER.....C. C. Barnett, Supt.
2. WASHINGTON.....A. W. Dorsch, Supt.
3. NEW YORK.....H. C. Carpenter, Supt.
4. LOUISVILLE.....E. J. Gallmeyer, Supt.
5. PHILADELPHIA.....I. L. Walker, Supt.

The Denver District is the first to reach and pass the 60% mark on the entire yearly quota set at the first of the year as goal for July 1st. This is good work, but Washington is crowding so close that it's a question whether Denver can retain the honor. New York, Louisville and Philadelphia are gaining steadily and the race isn't ended by any means.

## Standing of Forty High Men, June 29, 1915

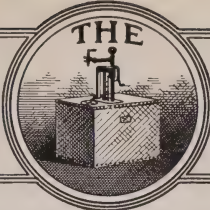
Salesman's Name.	Office.	Salesman's Name.	Office.
1. W. V. Crandall.....	San Francisco	21. W. H. Ladd.....	New York
2. C. R. Eggleston.....	Albany	22. H. A. Vortigern.....	Philadelphia
3. W. B. Stamford.....	Eng. Sales	23. R. D. Leonard.....	Harrisburg
4. G. H. Reuben.....	San Francisco	24. J. W. Merickel.....	Toronto
5. H. A. Leonard.....	Chicago	25. R. W. Jewel.....	Denver
6. R. G. Fisher.....	Denver	26. R. E. Clement.....	Chicago
7. R. Coddington.....	Denver	27. J. G. Roberts.....	Albany
8. D. W. McConnell.....	Albany	28. F. H. Richardson.....	Albany
9. A. G. Hartgen.....	Harrisburg	29. P. Stovall.....	Washington
10. L. W. Cheney.....	Fort Wayne	30. G. W. Elliott.....	Albany
11. E. L. Milliron.....	Eng. Sales	31. C. J. Rogers.....	Chicago
12. J. J. Connelly.....	Eng. Sales	32. F. M. Kennedy.....	San Francisco
13. W. A. Merrill.....	Fort Wayne	33. R. W. Sheffer.....	Albany
14. F. W. Devereux.....	Albany	34. E. R. Bird.....	San Francisco
15. R. T. Lawrence.....	Chicago	35. J. F. Vonderembse.....	Denver
16. E. J. Murphy.....	Toronto	36. G. W. Allen.....	Chicago
17. N. A. Ring.....	Albany	37. J. F. Arnold.....	San Francisco
18. N. Mattingly.....	Chicago	38. J. C. White.....	Dallas
19. J. J. Manning.....	Chicago	39. J. O. McCracken.....	Fort Wayne
20. A. E. Darling.....	Chicago	40. W. P. Shepherd.....	Chicago

## Five High Men by Points in each District, June 10, 1915

(Districts Listed Alphabetically)

ALBANY.		DALLAS		FORT WAYNE		NEW YORK	
1. F. W. Devereux		1. J. M. Tucker		1. L. W. Cheney		1. W. H. Ladd	
2. F. H. Richardson		2. P. W. Lawther		2. W. A. Merrill		2. H. Dalgaard	
3. G. W. Elliott		3. W. W. Ince		3. W. H. Pritchett		3. F. H. Peeples	
4. J. G. Roberts		4. A. M. Lucas		4. J. O. McCracken		4. G. W. Scott	
5. R. W. Sheffer		5. J. C. White		5. T. J. Spurgeon		5. F. J. Libbey	
ATLANTA		DENVER		HARRISBURG		PHILADELPHIA	
1. R. W. Maxey		1. R. W. Jewel		1. R. D. Leonard		1. H. A. Vortigern	
2. E. B. Bachman		2. J. F. Vonderembse		2. C. P. Law		2. W. M. Booker	
3. H. T. Purdy		3. H. U. Earle		3. F. B. Offerle		3. J. P. O'Neil	
4. M. Beddingfield		4. A. M. Lucas		4. K. H. Hessemueller		4. W. J. McKeon	
5. T. F. McWaters		5. F. H. Kilver		5. J. M. Frigg			
CHICAGO		ENG. SALES.		LOUISVILLE		ST. LOUIS	
1. H. A. Leonard		1. W. B. Stamford		1. Max Heintze		1. W. E. Touslev	
2. J. J. Manning		2. J. J. Connelly		2. D. Moore		2. J. F. Goran	
3. R. T. Lawrence		3. E. L. Milliron		3. J. E. McPherson		3. G. P. Diekey	
4. N. Mattingly		4. R. S. Johnson		4. J. W. Dickason		4. W. C. Sutton	
5. R. E. Clement		5. W. A. Armstrong		5. C. W. Wilson		5. C. C. Fredericks	
SAN FRANCISCO		TORONTO				WASHINGTON	
1. F. M. Kennedy		1. E. J. Murphy				1. G. P. Stovall	
2. E. R. Bird		2. T. H. Rhodes				2. D. W. Darden	
3. E. F. English		3. J. W. Merickel				3. H. W. Bell	
4. W. B. Jameson		4. W. Hickingbottom				4. W. S. Stoner	
5. W. C. Smith		5. H. T. Sterne				5. J. T. Gibbons	

# BOWSER

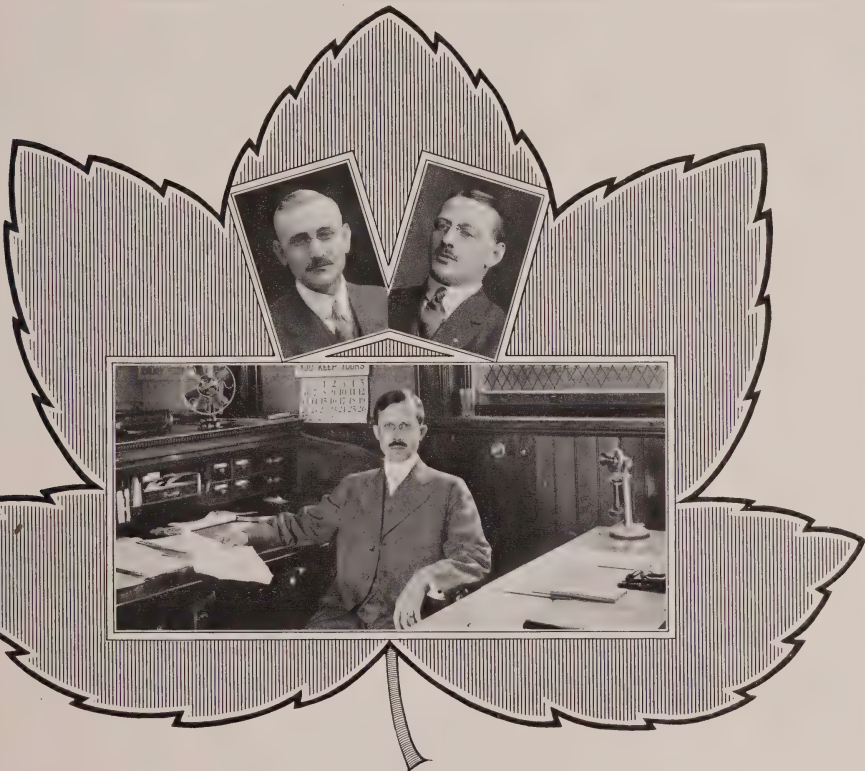


# BOOMER

VOL. XII

July 15, 1915

No. 2



## THE CANADIAN MANAGEMENT

Mr. W. R. Hance, Canadian Manager, Mr. J. A. Forsythe, His Assistant, and Mr. E. E. Cummings, Factory Superintendent.

Mr. W. R. Hance, of Toronto, is another one of our capable Managers who started carrying a Bowser grip. Mr. Hance was a salesman before he came with us but early in 1905 he was attracted to our proposition and joined our Sales Organization. So thorough was his work and he displayed such a keen knowledge of the service rendered by the Company, that he was appointed Canadian Manager in 1907.

Mr. Hance is a Hoosier by birth and a Canadian by adoption. This, however, does not militate against his loyalty to Canada and its interests. When you get right down to bed-rock there isn't and line separating Americans whether of Canada or United States or of both.

Mr. Hance comes from a family of salesmen as his father traveled for us for a number of years. He is now retired and works his Michigan farm. By the way, we may mention the fact that Mr. W. R. Hance is a "classy" farmer and knows what he's talking about when it comes to the fine points in this game.

In fact, to sum it all up, Mr. Hance is a most capable Manager, respected and loved by all, as well as an all-round efficiency man. He makes a success of whatever he undertakes as is evidenced by his work with the Company and the farm that he is building up in Michigan.

As for Mr. Forsythe, the very fact that he is Assistant to Mr. Hance speaks for his ability. Mr. Forsythe is a native Londoner and was picked up by Mr. Hance when there in the interests of the Company.

Mr. Cummings is another native Hoosier who had his early training in the factory at Fort Wayne. Before that he was Building Inspector for a large local architect. He is particularly fitted for the work in hand and is probably today as loyal to Canada as any native born son.

The record of the Canadian Works is one to be proud of and reflects great credit upon these three men as well as upon the entire organization.



#### ALBANY'S NEW DIRECTOR

We have the pleasure of announcing Mr. N. A. Ring, of the Albany District, as Director in the Facemaker's Club, due to the withdrawal from the Company of Mr. D. W. McConnell. You will recall "Nate" lost the Directorship "by a nose," and his election by right of succession at this time is giving him no more than what he has already earned.



N. A. Ring.

Again we congratulate you, Mr. Ring, on your achievement in gaining the Directorship of the Albany District.

Acting Manager, B. L. Prince, of the Dallas Office, had an Honor Week ending June 26th in celebration of Messrs. Murray and Rodman's visit to the Dallas District.

The boys all responded nobly, giving a total business equivalent to 130% of their weekly quota.

The following is a list of the men comprising the High Five for that Week:

- 1.—J. M. Tucker, Houston, Tex., Territory.
- 2.—J. H. Smitha, Monroe, La., Territory.
- 3.—J. C. White, Dallas, Tex., Territory.
- 4.—R. L. Matthews, Waco, Tex., Territory.
- 5.—C. R. McLaughlin, Baton Rouge, La., Territory.



# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY  
S. F. BOWSER & COMPANY

Edited by GEO. A. TOWNSEND

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS EMPLOYEES

JULY 15, 1915

## "MADE IN CANADA"

For a number of years before the present great disastrous war began, Canadian Manufacturers urged strongly the advisability and necessity of buying "Made in Canada" goods. That the subject was receiving the approval of the Canadian people has been evidenced by the large number of American and European manufacturing concerns starting branch factories in Canada in order that they might qualify in accordance with this sentiment. However, up until the present war was declared, Canadian people did not grasp the necessity of purchasing Canadian manufactured goods scarcely at all in comparison to the extent that they realize the necessity of this at the present time.

The Canadian people from Coast to Coast of whatever nationality, residing in Canada and securing their livelihood in Canada, appreciate that there are two things absolutely necessary, absolutely vital to the National growth of Canada—first, population, second, manufacturing industries. Without the second they cannot have the first, but it is obvious that to increase the population of Canada there must be manufacturing concerns to give a larger urban population employment.

This thought did not come home to the Canadian people so forcibly until after war was declared. It was then appreciated that we have brought home to us two battles—first, the battle of Military Supremacy, which if lost, means losing our National existence; second, the Commercial Battle. One is as important as the other. Without the one, we cannot have the other.

That is to say, it behooves every Canadian to appreciate that the factories be run to their maximum capacity, that the farms be made to produce to their maximum. Otherwise, those left behind not actually engaged in the military side, will be left without employment—without an opportunity of earning money with which to purchase the actual necessities of life. Therefore, the only solution to both the military and commercial side, is to purchase goods manufactured in Canada—if the goods can be purchased at the right price and of good quality. To purchase only Canadian farm products—if they can be had of the right quality and at the right price.

The Canadian Manufacturers' Association has, as a body done its best to educate the people to this most important patriotic duty, i. e. to purchase "Made in Canada" goods and "Grown in Canada" food products, thus not only benefiting the manufacturers but the farmers as well. It is impressed upon everyone that it is not for the benefit of an individual, but for the whole of Canada as a Nation.

When we purchase goods **Made in Canada**, Canadians get the goods. Canadians keep the money in circulation. Canadian Labor is employed. And Canadians are not called upon to support the families of the unemployed

When we purchase Foreign made goods, Canadians get **only** the goods. Canadians do not get the money for circulation. Foreigners get the money. And Foreign labor is employed, while Canadian Workmen are idle.

Two Hundred and eighty-eight million dollars (\$288,000,000) is put out in wages every year by Canadian factories—if they are running at normal production. One half of this sum, or one hundred and forty-four million dollars (\$144,000,000) is spent for food, mainly farm products—vegetables, dairy products, flour, meats, etc. It is therefore obvious that the "Made in Canada" movement is very vital indeed to the farmer for if he is able to market in Canada itself, to men employed in factories, \$144,000,000, it is obvious that the factories will be kept going and if so, certainly the farmer has nothing to fear in the way of bad times. It is the highest mark of patriotism on the part of the farmer, for he is not only helping the workers in factories but directly helping himself.

Perhaps some figures will be of interest to bring home really what the purchase of "Made in Canada" articles mean. There are in Canada today, 23,000 factories, representing a capitalization of \$1,500,000,000. The Industrial staff of Canada, consists of 53,000 salaried employees and 565,000 wage earners. The annual salary list amounts to \$52,000,000 and the annual wage, \$236,000,000, making a total annual factory payroll as mentioned above of \$288,000,000. The annual cost of material needed to keep these factories running, is \$720,000,000 and the value of goods made, is \$1,400,000,000.

It is thus obvious that the upbuilding of Canada depends on whether or not the factories can sell that \$1,400,000,000 of goods every year. Canada has for a long time been considered a strictly Agricultural country, but now appreciates that in order to become the Nation to which it aspires, it must become Industrial as well as Agricultural.

Unfortunately some Canadian manufacturers have attempted to make capital of this, thinking that they could sell their goods on the "Made in Canada" feature regardless of price or quality. However, it is pleasing to note that such manufacturers are being rapidly segregated into an undesirable class and will have to get in line if they expect to do business, as in order that the people become thoroughly imbued with the necessity of purchasing only Canadian products, in so far as it is possible, it is necessary that the Hall Mark of Quality and of Value, as well as a certificate of origin, go with every article, otherwise the scheme loses its potency as a factor in selling.

No firm has carried out the intent of "Made in Canada" more than S. F. Bowser & Company, Inc., who at the present time, is the only exclusive manufacturer of oil storage and oil handling devices in Canada. We have continued our high-grade standard, selling at the same price existing before the war, notwithstanding the fact that there is an increased duty on raw material of 7½% and we are happy to state that we are being compensated for this endeavor to live up to the principles of "Made in Canada," as our business has greatly increased over last year.

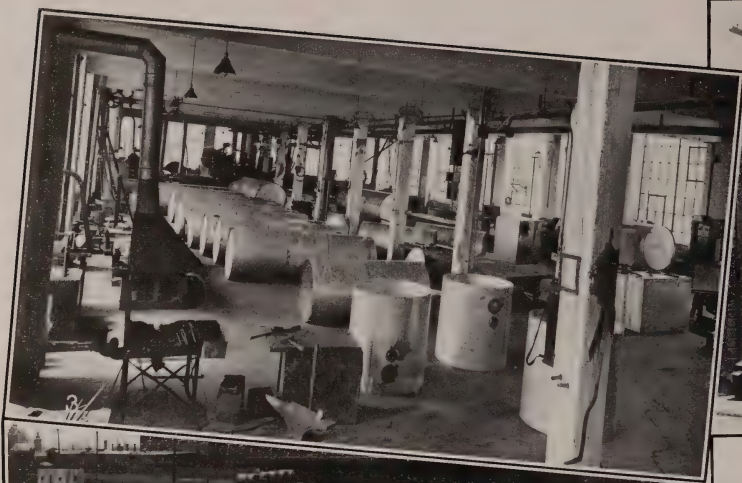
We, ourselves, practice what we preach, purchasing as much material in Canada as it is possible, using Canadian workmen and Canadian salesmen, having always before us that no goods purchased abroad are cheap when they take the place of our own labor and our own raw material.

\* \* \*

Salesman R. R. Safford, of the Chicago District, is now the proud father of a baby girl. Needless to say Mr. and Mrs. Safford have our congratulations and best wishes.

\* \* \*

Salesman S.(miling) A. Collins broke loose recently and sold the Buffalo Fire Department four 5-BBL. 241's. Nice work.



# Views S. F. BOWSER 66-68 T



1—Exterior front view of works. Water tower shows where the old building joins the new.

2—The new addition completed in the fall of 1913. Note the fine modern construction, metal sash windows, railroad siding directly in front of the doors, etc.

3—Tank Shop—This picture out the statement of modern construction as you will note light is the room.





Works of  
COMPANY, Inc.  
avenue  
ent.



Main Shipping Room — Room  
looks rather empty owing to a  
large shipment being made just  
previous to taking the photo-  
graph.



4



8



5

5—Machine Shop—Mr. Cumming's  
office is immediately to the left  
of the photograph.

6—Main Paint Room.

7—Tank Yard—Stock is badly de-  
pleted owing to heavy ship-  
ments.

8—The executive and clerical offices.  
Note the beautiful, bright,  
cheery atmosphere in this room.  
9—Basement and Stock Room. This  
photograph was taken without  
flash light and you will appre-  
ciate how well lighted it is.



## Part of the Bowser Canadian Salesmen



A. E. Moffatt



J. W. Merichel



T. H. Rhodes



W. Hickingbottom



H. T. Jeavons



K. N. Macintosh



H. Crepin



A. McAllister



N. Paquette



A. A. Atkinson



H. Beique



C. S. Robertson



H. T. Sterne



Albert McIntosh



A. L. McIntosh



W. N. Deming



R. S. Gilchrist



C. H. Knodell



N. Rasconi



H. O. Cuddie



E. J. Murphy



J. W. Jackson



F. C. Sears



H. M. Fickler

### FORT WAYNE ADDS ANOTHER DIRECTOR TO THE PACEMAKERS' CLUB

Mr. L. W. Cheney, of the Fort Wayne District, Was Elected Director of the Pacemakers' Club on June 25th, with a Total of 507 Points to His Credit.

Pacemaker, December 16, 1914. Closed the year with 553 Points.  
Director, June 25, 1915. Closed the year with ——— Points.

Mr. Cheney came with us on January 2, 1912, and missed the Pacemakers' Club the first year by a very small margin.



L. W. Cheney

Truthfulness, coupled with hard, conscientious work, supplemented by intelligent study and a thorough application of the knowledge in treating a prospect, is the secret of Mr. Cheney's success. He is an intensive cultivator of his territory and whenever he sells Bowser Equipment he sells Bowser Service and consequently has a persistent booster to help him in future sales in that neighborhood.

Congratulations Mr. Cheney, on your achievement this year. Here's a hearty welcome among the Directors of the Club.

### CHICAGO BREAKS INTO THE CLUB BY ELECTING ITS DIRECTOR

Mr. J. J. Manning, of the Chicago District, was Elected Director of the Pacemakers' Club on June 29th, with a Total of 511 Points to His Credit.

Pacemaker, August 22, 1914. Closed the year with 758 points.

Director, June 29, 1915. Closed the year with ——— Points.

Here's another evidence of what hard work will accomplish. Mr. Manning joined our Sales Organization on February 1st, 1914. Now note particularly that he was a Pacemaker on August 22nd. Also note that he is a Director this year on June 29th.

If this isn't enough to galvanize and put life into the rest of you men on the "firing line," then the Editor is at a loss to know what to say.



J. J. Manning

Mr. Manning, here's our hand in welcoming you again into the Club and especially as an Executive. Congratulations of the heartiest kind.

# ANNUAL BOWSER PICNIC FOR THE CANADIAN WORKS, JUNE 25TH.



Mr. Bowser and a portion of the Bowser Pic-nickers taken in the shadow of the Brock Monument, Queenston Heights.

Some years ago Mr. Bowser felt that it was only right to extend to his Canadian Works the pleasure of an Annual Picnic, thus putting them on an equal footing in this regard with the Home Plant. They have held their picnic at various places since it was established but mostly all of them have been at Queenston Heights on the Niagara River, Ontario.



Illustration shows Mrs. Hance on the right and Mrs. Voehl back of Mr. Bowser. This is simply an idea to show what a good time they had.

This year was no exception, and when the good ship "Cayuga" pulled out of the harbor there were 150 members of the Bowser Works and Office force, together with their families and sweethearts, on board. The day was ideal and it seemed almost prophetic because that has been the same every year since the custom was established.



Mr. Bowser and Messrs. Voehl and Cummings starting some wee young ladies on a foot race.

The present Queenston Heights commemorates the battle between the British and Americans in 1812. During this battle, General Brock, commanding the British forces, lost his life and there is erected at the Heights, a monument, 160 feet high, to his memory. It is beneath this monument that a group picture was taken of part of the Bowser picnickers.



An excellent snapshot taken en route. Mr. Moffatt is on the left, next Mr. Hance, then Mr. Christie and Mr. Ruppel.

There was the annual game of ball between the office and factory forces which was umpired by Mr. Hance and consequently it is hardly necessary to announce the fact that the office beat the factory 5 to 0.

After the game a most enjoyable lunch-

eon was served. Mrs. Hance, Mrs. Cummings and Mrs. Voehl were in charge of the tables and no one left with an unsatisfied feeling.

After luncheon the Sports Committee pulled off the following programme, which was officiated over largely by Mr. Bowser, Mr. Cummings and Mr. Voehl:

- 100 Yard dash for Boys, 11 to 13.
- 75 Yard dash for girls, 11 to 13.
- 75 Yard dash for Boys, 7 to 11.
- 75 Yard dash for Girls, 7 to 11.
- 3-leagued race for Boys, 75 Yards.
- Egg and Spoon race for Girls.
- Partner race for Boys and girls.



Mr. Bowser was in his element in presenting the prizes to the winners.

Mr. Zahrt joined the happy crowd late in the afternoon. As Mr. Bowser was compelled by business to leave the party and not return to Toronto, Mr. Zahrt took his place.

Mr. Bowser, Mr. Cummings and Mr. Hance at Queenston Heights.

What he missed in the morning he made up in the evening on his boat ride to Toronto. Not having partaken of the good things at noon, he was finally urged upon to take supper with the ladies on the boat.

They confidentially reported to the Editor that perhaps it was just as well that he did not arrive at Queenston Heights earlier in the day, otherwise perhaps the rest of the party might not have had enough to make a supper for them coming home on the boat.



Mr. Bowser in one of his most interesting moods. He is discussing the phases of the war with some of the Canadian boys.

Everyone voted that this, of all picnics, was the best. When they landed at the Toronto Wharf there was certainly a very grateful feeling among all of them towards S. F. Bowser & Company for providing such an enjoyable day, and each one expressed their desire of showing their appreciation from day to day by the better work they intend doing.

## ANOTHER HONOR FOR THE JUNIOR OFFICES—WASHINGTON ELECTS ITS DIRECTOR

Mr. G. P. Stovall, of the Washington District, Was Elected Director of the Pacemakers' Club on June 30th, With a Total of 501 Points to His Credit.

Director, November 11, 1914. Closed year with 501 Points.

Director, June 30, 1915. Closed year with ——— Points.

The above tabulation of Mr. Stovall's record simply proves what a "live wire," worker and hustler can do. Mr. Stovall came with us about February 1st, 1914 and made the Club that same year. He got such a good start last year in spite of President Wilson's psychological business depression and other obstacles, he captured the premier honors in the Washington District on June 30th.



G. P. Stovall

It is never a question with Mr. Stovall "when shall I quit working," but "are the days long enough for me to get in my best licks."

We congratulate you, Mr. Stovall, on your success, and especially on repeating as a Director in the Club. Here's our hand in welcoming you again to the coming Convention.

# Branch Office Standing

27th Week Ending July 10th, 1915

## Senior Offices

1. FORT WAYNE.....E. J. Little, Mgr.
2. ALBANY.....W. M. Mann, Mgr.
3. SAN FRANCISCO.....D. S. Johnson, Mgr.
4. CHICAGO.....T. D. Kingsley, Mgr.
5. DALLAS.....B. L. Prince, Acting Mgr.
6. HARRISBURG.....R. S. Colwell, Mgr.
7. ST. LOUIS.....G. H. Hastings, Mgr.
8. TORONTO.....W. R. Hance, Canadian Mgr.
9. ATLANTA.....H. W. Brown, Mgr.

The Powser Salesman who couldn't enthuse over the race this year for the Senior and Junior Cups is all ready for burial. It keeps the leaders on edge all the time to maintain their place and to do this even, they, with their fine percentage of quota, must increase their lead each week.

## Junior Offices

1. DENVER.....C. C. Barnett, Supt.
2. WASHINGTON.....A. W. Dorsch, Supt.
3. NEW YORK.....H. C. Carpenter, Supt.
4. LOUISVILLE.....E. J. Gallmeyer, Supt.
5. PHILADELPHIA.....I. L. Walker, Supt.

Albany is determined to squeeze ahead of Fort Wayne and the Cellarites are coming along strong. Watch out or they'll Bostonize their bunch and win out yet.

\* \* \*

There's a noise from Philadelphia like a sleep Walker just awakening. Eh, Roy?

## Standing of Forty High Men, July 13, 1915

Salesman's Name.	Office.	Salesman's Name.	Office.
1. W. V. Crandall	San Francisco	21. N. Mattingly	Chicago
2. C. R. Eggleston	Albany	22. G. P. Stovall	Washington
3. W. B. Stamford	Eng. Sales	23. R. D. Leonard	Harrisburg
4. G. H. Reuben	San Francisco	24. F. H. Richardson	Albany
5. R. G. Fisher	Denver	25. G. W. Elliott	Albany
6. H. A. Leonard	Chicago	26. J. G. Roberts	Chicago
7. K. Coddington	Denver	27. C. J. Rogers	Albany
8. E. L. Milliron	Eng. Sales	28. R. E. Clement	Chicago
9. L. W. Cheney	Fort Wayne	29. R. W. Jewel	Denver
10. A. G. Hartgen	Harrisburg	30. J. W. Merickel	Toronto
11. E. J. Murphy	Toronto	31. F. M. Kennedy	San Francisco
12. A. E. Darling	Chicago	32. J. F. Arnold	San Francisco
13. F. W. Devereux	Albany	33. R. W. Sheffer	San Francisco
14. J. J. Connelly	Eng. Sales	34. G. W. Allen	Chicago
15. J. J. Manning	Chicago	35. G. H. Schnabel	Chicago
16. R. T. Lawrence	Chicago	36. J. F. Vonderembse	Denver
17. N. A. Ring	Albany	37. J. O. McCracken	Fort Wayne
18. W. A. Merrill	Fort Wayne	38. E. F. English	San Francisco
19. H. A. Vortigern	Philadelphia	39. P. W. Lawther	Dallas
20. W. H. Ladd	New York	40. W. P. Shepherd	Chicago

## Five High Men (Not Pacemakers) by points in each District, July 12, 1915 (Districts Listed Alphabetically)

ALBANY.					DALLAS					FORT WAYNE					NEW YORK				
1. F. W. Devereux					1. P. W. Lawther					1. L. W. Cheney					1. W. H. Ladd				
2. F. H. Richardson					2. J. M. Tucker					2. W. A. Merrill					2. H. Dalgaard				
3. G. W. Elliott					3. R. L. Matthews					3. W. H. Pritchett					3. F. H. Peebles				
4. J. G. Roberts					4. W. W. Ince					4. J. O. McCracken					4. G. W. Scott				
5. R. W. Sheffer					5. J. E. White					5. W. J. Bates					5. F. J. Libbey				
ATLANTA					DENVER					HARRISBURG					PHILADELPHIA				
1. H. T. Purdy					1. J. F. Vonderembse					1. R. D. Leonard					1. H. A. Vortigern				
2. M. Beddingfield					2. R. W. Jewel					2. W. B. Offerle					2. W. M. Booker				
3. R. W. Maxey					3. H. U. Earle					3. J. M. Prigg					3. J. P. O'Neil				
4. E. B. Bachman					4. A. M. Lucas					4. C. P. Law					4. W. J. McKeon				
5. T. F. McWaters					5. F. H. Kilver					5. F. V. Hazlett					5. J. L. Werts				
CHICAGO					ENG. SALES.					LOUISVILLE					ST. LOUIS				
1. H. A. Leonard					1. W. B. Stamford					1. Max Heintze					1. W. E. Tousley				
2. R. T. Lawrence					2. E. L. Milliron					2. D. Moore					2. G. P. Dickey				
3. G. W. Allen					3. J. J. Connelly					3. J. B. McPherson					3. W. C. Sutton				
4. N. Mattingly					4. R. S. Johnson					4. C. W. Wilson					4. C. C. Fredericks				
5. A. E. Darling					5. W. A. Armstrong					5. J. W. Dickason					5. J. F. Goran				
SAN FRANCISCO					TORONTO					WASHINGTON									
1. F. M. Kennedy					1. E. J. Murphy					1. D. W. Darden									
2. E. R. Bird					2. T. H. Rhodes					2. H. W. Bell									
3. J. F. Arnold					3. J. W. Merickel					3. J. T. Gibbons									
4. E. F. English					4. W. Hickingbottom					4. W. S. Stoner									
5. W. B. Jameson					5. H. T. Sterne					5. N. B. Steele									

"There's a reason" for Salesman J. W. Dickason's, of the Louisville District, success as a Bowser Salesman, as is evident by his letter of July 5th:

"As you will see, I stepped over the line of my territory today and sold an outfit. I got into this job by accident and could not get in communication with our man and as others were in

the field, I just went after it myself. You can call me Jack or anything else you want, but I got the bacon for the house."

According to Salesman R. L. Matthews, of the Dallas District, he is "just married and on his honeymoon." The Dallas Salesmen presented the bride with a handsome wrist watch. 'Nough said.





**One of the Men Who Has Contributed to the Success of the Company**  
**Mr. H. J. GROSVENOR, Factory Manager.**

To those of you who know Mr. Grosvenor it is hardly necessary for us to say another word. To those of you who have not had the advantage of meeting him, we wish to say that he is one of those broad-minded, earnest men who is loved by his fellowmen wherever he comes in contact with them.

Mr. Grosvenor's career with this Company has been one of steady advancement. He started on October 3, 1899 as a single man—a year later he was married. He began in the Accounting Department, assisting in changing over the books from a Single Entry to Double Entry System.

After a few years of progressive work there, he entered the shop to look after the stockroom. He was only in the stockroom about a year when he was called back to the Office as head Bookkeeper. His work, however, was so in demand in the shop

that he was called back to the factory again as Assistant Superintendent and Purchasing Agent.

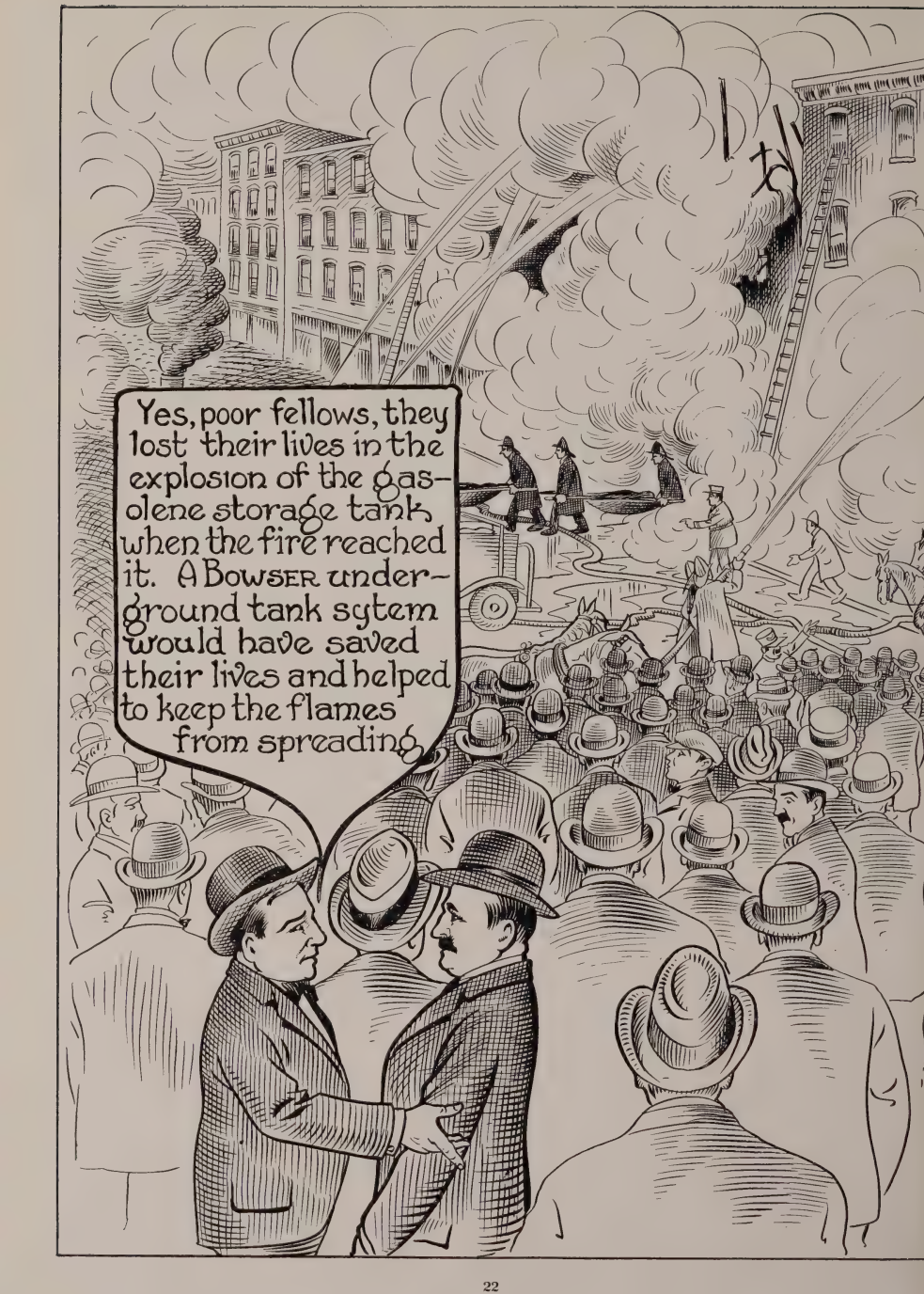
In 1908 he was appointed Secretary of the Company and Office Manager. In 1911 the business had grown to such a vast extent that he had to give up these duties and assume the Factory Managership where he is at the present time.

The employees in the shop in 1899, when he started, were less than 40. Now there are 450. He has assisted in working out a number of efficient methods in the factory, so that today the output is vastly increased without materially adding to the force.

The men in the factory, as well as the men in the office, swear by him. You men on the road owe much to Mr. Grosvenor as it is due to his work in getting out the material that prompt shipments are possible.

Mr. J. P. Brownlee, who covers territory in the Harrisburg District, certainly has a good record for the year as regards terms; 65% F. C. W. O.; 30%, 2% 30 days and 5% over six months. The better the terms, of course, the better pleased every one is. It means profit to the salesman, profit to the customer and to S. F. Bowser & Co.

Salesman H. A. Vortigern, of the Philadelphia Office, was recently operated upon for that fashionable trouble, appendicitis. We are glad to report the operation was a success and the patient now on his feet and doing nicely.



Yes, poor fellows, they  
lost their lives in the  
explosion of the gas-  
olene storage tank  
when the fire reached  
it. A Bowser under-  
ground tank sytem  
would have saved  
their lives and helped  
to keep the flames  
from spreading.



# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY  
S. F. BOWSER & COMPANY

Edited by GEO. A. TOWNSEND

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS EMPLOYEES

AUGUST 1, 1915

## PERSISTENCY

The Editor had the extreme good fortune to attend the Convention of Associated Advertising Clubs of the World held at Chicago, June 20th to 24th inclusive. This name "Advertising Clubs," in a manner, is a misnomer. There were some of the biggest business men in the world present. This movement not only interests the man who handles advertising, but those who authorize it. When we tell you that their motto is the single word "Truth," it will express to you the entire object of a gathering together of these business men from all quarters of the globe.

However, it isn't our intention to write about this wonderful Convention which has been heralded and reported in the newspapers everywhere, but it is to relate an experience that illustrates persistency in our own business.

We were seated in one of the Departmental Meetings next to Mr. Robert E. Ramsay, Assistant Advertising Manager of the Art Metal Construction Company, Jamestown, N. Y. When we introduced ourselves and he found I represented Bowser & Company he said, right away, "I have an interesting experience to tell you regarding your outfits."

He then went on to relate the following:

"My father is a general storekeeper at Rocks, Md. He is a keen observer, close buyer and well up with the times. He is handicapped by being slightly deaf and as a result, seldom wants to see a salesman.

"In answer to one of your advertisements he sent an inquiry on a postal. You never gave him prices but said that a salesman would call. This angered him so that when the salesman did call he wouldn't even grant him an interview.

"When a second man called on him some three months later, he was cooled down sufficiently to grant him an interview, but when the salesman couldn't tell him the size of the hole needed to bury the tank he concluded he didn't know his business and therefore would not buy. He said that the salesman 'didn't give him service.'

"The third man approached him on his 'blind side,' that is to say, he called him up and said that he understood he, my father, was interested in a certain make of automobile. My father was, at that time, interested in buying that car and consequently he said he would be glad to see him.

"Your salesman called upon my father, talked for some time about the car and diplomatically brought up the subject of Bowser Outfits. He was well posted on the line, knew his business, answered every question right off the reel, and won the full confidence of my father. Finally he secured his order for five outfits."

## Moral.

A prospect is a prospect until he is a customer. If the first salesman had known his line and then called the second time and presented his proposition in an intelligent way so that Mr. Ramsay would have been convinced he knew his business, he would have secured the order.

It took the third man, however, to get the business and it simply proves that the policy of the Company in keeping everlastingly at a prospect when it recognizes the prospect needs the goods is right, and the salesmen can follow this policy to their advantage.

## A TALK ON BOWSER LARGE TANKS

Salesman "Bob" Johnson, of the Engineering Sales Force, rolled into Fort Wayne Tuesday, July 6th, in his Studebaker-Six, with a number of nice fat orders netting him over 200 points of factory business. The total storage of one order alone was 1,243,040 gallons—all the same size and kind of large Bowser tanks.

The Editor was so much interested in this order that he sought an opportunity of questioning "Bob" and finding out why it was that he was so successful in selling big storage tanks. He said in part as follows:

"I know that many of our men think the prices on our boiler shop tanks too high. Such men do not know our line.

"How many of our men realize that a Bowser boiler shop oil tank is in itself a complete unit, forming a system when a pump is attached to it? If the boys would only get this point home there is more to it than what the mere statement conveys.

"We furnish the design of the tank which so far no one has been able to improve upon. We meet the most rigid requirements of safety, duty and endurance.

"What does all this mean? Safety consists of weight of material, kind of labor performed to assemble the material so that when completed the outfit is **evaporation-proof**.

"Just study what this evaporation-proof means. I have been called upon to examine tanks before burying them and have found they did not leak apparently, when viewed with the naked eye. I have then taken an old file or a sharp tool and cleaned the joints; then I have wiped the cleaned joints, using a piece of white paper, and have never yet found a boiler shop tank, other than Bowser's, that did not show leaky joints or rivets when tried out in this way.

"Many times no leak could be seen because the liquid evaporated as quickly as it was exposed to the air. Yet this tank might be called "leak-proof" in the commercially accepted term, but it was by no means evaporation-proof as are all Bowser tanks.

"We particularly look after the material of which a tank is constructed. A Bowser tank never goes out too light to carry the load with a proper safety factor so far in advance that under no condition will it be tested.

"Look at the large storage tanks in the oil fields and if you can find one that does not leak you had better take a picture of it, because it is a rarity. If you would examine the earth around the bottom of these tanks you would see how it is soaked with oil. Unless a tank is constructed with the care exercised by Bowser they are not safe—they will not perform the duty required—they are lacking in material and workmanship, and above all, they will not last.

"Beyond these features, we provide the proper means to fill the tank, which is an integral part of the outfit. We furnish the right kind of vent openings and we also furnish the suction stub to suit the tank.

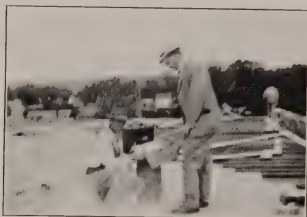
"These details make a complete unit to store the most dangerous as well as the most harmless oil.

"Just study our boiler shop tanks and with it use the description published in the Bulletin, and you need be afraid of no one. We never ask the



purchaser to pay for anything he does not get and it is an easy matter if you will study the tank, to show him our line so that you can truly say that you know it."

**Watch for the Exposition Extra Boomer August 10—  
It will be a hummer.**



**Before**

Two Snapshots of Salesman Charles J. Rogers, of the Chicago District, Taken "Before" and "After."

These pictures were taken on top of the..... Garage at ..... Iowa. The proprietor refused to come down to the ground to see Mr. Rogers, so Mr. Rogers climbed three ladders and secured his signature on the dotted line.

Mr. Rogers says:

"He was sure a hard one to land, but the harder they are, the better I can talk, even though I do have to climb a ladder—something I haven't done since my school days."



**After**

On Summary Sheet of Mr. F. H. Kilver for July 7th we find the following:

"Made five calls, sold three; one buyer out, other one interested in Cut 41 for later deal."

His total sales for the day about 10 points. "Nud Sed."

Ask Manager George Hastings what he takes to accumulate the fine aldermanic front he has now.

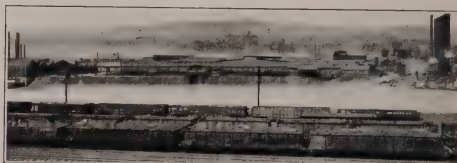


**View of another power plant or Generator Room of the McClintic-Marshall Construction Company, Rankin, Pa., which is served by our 6F2 Oil Filtering and Circulating System.**

Under date of June 9th we shipped The Judge Auto Company, Spring Valley, N. Y., a 241 gasoline pump with light attachment.

We are in receipt of communication from these people which reads in part as follows:

"We have only had the pump two weeks but it has already increased our sales 30%."



**Exterior view of the McClintic-Marshall Construction Company, Rankin, Pa. This firm has a 6F2 and a 6F5 Oil Filtering and Circulating System in their power houses.**

## **A WORD ABOUT OUR FILTERS FROM A FIRM THAT KNOWS**

**McClintic-Marshall Construction Co.  
Steel Bridges, Building, Etc.**

Pittsburgh, Pa., February 27, 1915.

S. F. Bowser & Co., Inc.,

Fort Wayne, Indiana.

Gentlemen:—Replying to your inquiry of recent date regarding oiling system installed by you and which is equipped with electric heaters, electric pumps, tell-tales and automatic water overflow, we wish to advise that we think this is a very fine system. We have never had any trouble with it. The filter cloths are cleaned every four months.

We think that the Bowser System cannot be beaten and it takes care of all the trouble we used to have with the other system. It does not require much attention and is a great oil saver. We are proud of our Bowser System and deem it an ornament to our power house. It takes up but little floor space.

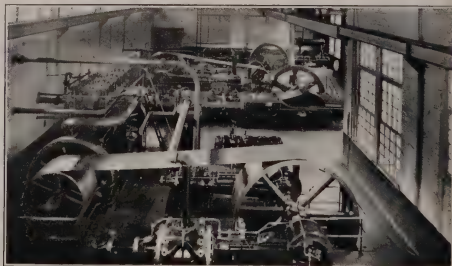
We have nothing to suggest as an improvement to the system.

Yours very truly,

McClintic-Marshall Construction Co.,

(Signed) A. L. Cake,

Chief Engineer, Power House.



**One of the power plants of the McClintic-Marshall Construction Company, Rankin, Pa., showing in the center our 6F5 Oil Filtering and Circulating System which serves the engines pictured.**



# The Crow

There was an old crow sat on a limb,  
Waiting for crumbs to come to him,  
That crow died sitting on that limb,  
Waiting for crumbs to come to him.

Another old crow went hustling out  
And got the crumbs that floated about,

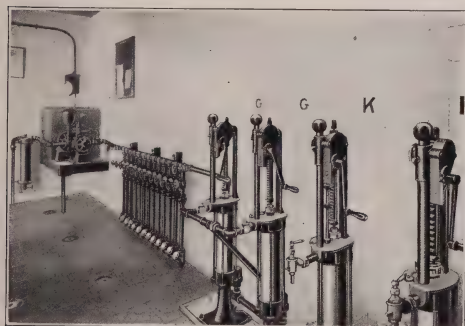
He was not afraid to get his feet wet,  
And strange to say that crow is  
living yet.

Moral: Don't be a dead crow but a live one, and go after what business there is.

(Signed) W. F. JAKUES,  
Of St. Louis District.

The Automobile Club of America, 54th and 55th Streets, New York City, N. Y.—All Gasolene and Lubricating Oil Is Drawn from Bowser Systems.

A history of The Automobile Club of America would be the history of the development of the automobile in the United States. The same men who met on June 7, 1899, at the Waldorf-Astoria, and formed The Automobile Club of America not only owned the first cars in this country, but also held the first endurance runs, organized the first shows held in Madison Square Garden, and, in brief, were the pioneers in all that affected the popularizing of the automobile.



Arrangements of the Electric Oil Metering Device Cut 752, and the Header System. This is the first and only picture taken of the interior of vault.

They have done much for the automobile industry but probably their greatest contribution was the founding of The Automobile Club of America. This organization has in a few years grown from a band of thirty enthusiasts, the original incorporators, to a membership of over three thousand, occupying one of the finest buildings in the world devoted to automobile purposes, with a ground floor space of over 23,000 square feet, running entirely through a city block. The total floor space available is 187,000 square feet, and provides accommodation for six hundred and fifty cars, with a Supply Department furnishing members three quarters of a million dollars worth of various automobile accessories annually. The Club publishes a magazine devoted to the pleasure side of motoring, maintains a Touring Department and

spends thousands of dollars yearly posting signs to guide the motorist.

## Bowser Gasolene and Lubricating Oil Storage.

This feature in connection with this wonderful institution was carefully analyzed by the architects and engineers with a view of obtaining the safest, most practical, and economical system of storing and dispensing gasolene and lubricating oils.



The Oil Metering Device and Bowser Centrifugal Filter, all a part of the 752 System, together with the eleven Portable Wheel Tanks.

The gasolene is drawn from a series of thirteen Bowser underground storage tanks by means of our Remote Control Oil Metering Device. The way that the tanks are connected up to a header system is very unique and exclusively a Bowser feature. The pump draws from all tanks at one time so that no one tank is emptied before the others.

There are eleven Cut 121 Portable Wheel Tanks in active use. Four Cut 41 pumps distribute the lubricating oil. Each pump is equipped with a meter and accurate record is kept of every drop of oil and gasolene drawn.

The equipment in use in this institution is most complete in every respect and is giving eminent satisfaction.

## DABNEY "MADE GOOD" ON HIS PROMISE

Ft. Worth, Texas, March 11, 1915.

Mr. W. M. Mann, Manager,  
Dallas, Texas.

Dear Sir:—Tomorrow I will celebrate another birthday by going up to

order. I have promised myself that and will certainly try my utmost in starting this year of my life along the right trail — "getting orders for 241's."



DABNEY'S ADVICE

As I sit here writing this, I looked down on the floor and saw a worm crawling along and somehow the significance of that worm reminded me that it is only worms that can't do anything but crawl and I feel like I have been unfortunately associated with this little being. And while my sympathy goes out to Mr. Worm and he has my best wishes, for I am sure he does all he can, I am bidding him farewell and am bating my hook with a 19 Model.

Moral: Don't Be a Worm.

I trust, gentlemen, that I will not be forced to disappoint myself in the above made promise of tomorrow, and that all of the other days of the year will prove worthy of looking back upon.

Very truly,  
(Signed) T. G. DABNEY.

You men, who haven't sent in your photographs will regret it. Better do it now and be on the safe side..



View of the decorated car belonging to Mr. Allen A. Bowser, 1st Vice President of the Company. Miss Jennie Bowser, his charming daughter, is at the wheel, with Mr. A. A. Bowser alongside of her. In the tonneau is a friend and three members of the family.

#### Fort Wayne, Indiana, Dedicates Its Portion of the Lincoln Highway—Vice President, Thomas R. Marshall, Attended.

The Lincoln Highway in Allen County, Indiana, has been dedicated with a celebration that surpassed anything of the nature ever attempted here.

At 1:30 P. M., Monday, June 21st, 854 cars left Swinney park, went to New Haven, seven miles distant, and returned, reaching Concordia College campus at 3:30 for the afternoon programme. In the parade more than half of the automobiles were most handsomely decorated. The afternoon was declared a holiday by all businesses.

In the evening a reception and banquet was tendered to Vice President Marshall at the Hotel Anthony, where two hundred or more representative citizens of the city and county put the finishing touches on the greatest celebration ever held in this part of the country.



The decorated car of Mr. A. S. Bowser, Secretary of the Company. Mr. Bowser is at the wheel and alongside of him is Mr. E. J. Little, Manager of the Fort Wayne District. In the tonneau are wives of the men in the organization, Mesdames, A. S. Bowser, W. A. Bersch, J. G. Rodman and E. J. Little.

Mr. George A. Smith is now carrying the Bowser grip under the Washington Office. During the college season he has been attending the University of Virginia, but is now spending his vacation in as profitable a manner as he could well do by selling Bowser equipment.

A little story is told of a farmer in a nearby state. A man drove up to the barn with a spanking fine nag one day, and stumped Mr. Farmer for a trade. The farmer began to look the horse over. The man allowed that that particular horse was not the one he wanted to trade; that the one he wished to dispose of was back home, but that it was just as good as the one he was showing. The farmer smiled, turned on his heel, went into the barn, and said "Show me."

That is just what we want you to do.

We want to quote once more from another letter received from Salesman R. G. Fisher, of the Denver District, and Treasurer of the Pacemakers' Club, even though we have so recently mentioned him.

This letter was written on June 13th. He says:

"It is easy to sell a quality goods like S. F. Bowser's. All there is to it is to understand your line and to make your prospect see it as you do. There is someone that wants a Bowser all the time and it is only a question of keeping everlastingly at it and one will find him.

"The reason why so many salesmen meet hard luck is that they seldom meet hard work. That's the real cause. I read this motto a long time ago and have found it to be true. Be ready to work at any and all times and Success is yours."

Mr. A. S. Bowser, Secretary of the Company, or "Bert" as he is familiarly known among his many friends, has been transferred from the Home Office to the Albany Office where he will become an active member of Mr. Mann's "live wire" forces. Mr. Bowser will assist Mr. Mann in his work there and learn under him branch and sales office methods. His family will join him in the very near future.

Salesman G. W. Allen, of the Chicago District, recently spent a rainy Saturday afternoon closing two orders, netting him about eighteen points. This is finding the silver lining to the cloud.



THE SENIOR OFFICE LOVING CUP

Note the foxy glass case the Chicago Office has put around this Loving Cup. Too bad that they have spent such a sum of money for the benefit of one of the other Offices. How about it, Tom?

The Chicago Office is so determined, however, to keep that Cup that they have had it imprinted on their letterheads with the slogan,

"Now Ours—Keep It—  
Every Man Must Work Every Day."



Mr. J. E. Allen, of the Fort Wayne District, recently sold a 4-barrel Cut 241 Outfit to a party who had an old Bowser Direct Lift Pump that had been in service for twenty-five years. He stated that the outfit had never cost him anything for repairs since he had it installed. He is also very well pleased with the new Cut 241.

Mr. Allen also ran across another old Bowser Pump which was one of the first cellar pumps made. This pump is still working and although the tank was replaced with a new one, the pump has needed no repairs.

Mr. J. H. Wilson, of the Denver District is another salesman who is quite successful in getting F. C. W. O. His latest is his Order No. 81 for two underground tanks and a Cut 41 pump complete. Sold for use in a commercial garage in the city of Denver.

## Loss Durham Hardware Concern by Fire \$10,000

(Special to The Observer.)

Durham, June 19.—Fire which broke out in the basement of the building occupied by the Public Hardware Company, opposite the postoffice in the heart of town, damaged the goods to the extent of about \$10,000 according to the estimate of S. A. Thompson, manager. The alarm was turned in a few minutes after Mr. Thompson and his clerks had closed the store for the night. It is believed that it caught among the stock of paints and oils in the basement.

There was little flame, but the smoke was so dense that it was impossible for the firemen to get into the building to fight it. They poured thousands of gallons of water into the basement and finally worked the hose to the back of the building, where they played directly on the fire. It was extinguished about 11:30.

The work of the fire department probably saved the other buildings in the block, for the flames started in the second building from the corner. In addition to the oils and paints there was also a stock of tools and stoves. The lack of inflammable material for the fire to feed on enabled the firemen to save the building and the majority of the stock on the upper floors. All of the stock, however, is badly damaged by smoke and water. The damage was covered by insurance.

Dear Sirs: Replying to your letter of July 14, 1915, from L. P. M. regarding (subject)

### THE GARDEN SPOT

How doth the ever busy Jack  
Get up at four o'clock?  
Instead, I have acquired the knack  
Of sleeping like a rock.

If I could only rise at four  
Instead of half past eight,  
I'd sell to every blooming store  
In North Carolina state.

And Mr. Murray'd speak of me  
Just as he did of our J. B.

(Signed) W. G. Chandler.

It's hard luck, "J. E." when you find twenty-five-year-olds that you can't replace. They are certainly fine testimonials though.

Thanks to Salesman Chas. C. Claggett, of the Washington District, we have secured a copy of "The Daily Telegram," Clarksburg, W. Va., giving details of the disastrous fire at the Clarksburg Transfer Company's place of business in that city, due to the explosion of a gasoline tank on a wagon in the street. A reproduction of this article is made in this issue of the Boomer.

# RUSH DYING OF HIS BURNS

THE DAILY TELEGRAM

CLARKSBURG, W. VA.

SATURDAY, APRIL 10, 1915

Three Others in Serious Condition as Result of Gasoline Explosion.

FIFTH MAN IS ALSO HURT

Seven Horses Burned and the Flames Ignite Buildings but Are Quenched.

C. P. Rush, manager of the Clarksburg Transfer Company, is in a dying condition at St. Mary's hospital, three other men are patients there, another man is suffering from painful burns and seven horses are painfully burned, one of them perhaps fatally, as the result of the ignition of a tank of gasoline on a dray in front of the transfer company's place of business on West Pike street late Friday afternoon. The burning gasoline set fire to three buildings there and partly burned a wagon, but prompt work of city firemen soon extinguished the flames and prevented the tank from exploding.

Flames of the blacksmith's forge thirty or forty feet distant ignited the tank of gasoline on the wagon in the street. The tank, a metal one, was filled with about fifty gallons of gasoline and it had just been hauled to the transfer company's stables. When its cap was removed for the purpose of emptying the contents into another tank, accumulated gas shot out of the opening, spread outward in a radius of about fifty feet and when they reached the blacksmith's forge, ignited with an explosion. A column of flame shot from the opening of the tank and burning gasoline was spread in all directions.

the gas exploded. The burning gas and liquid set fire to the wagon holding the tank, ignited the interior of the blacksmith shop and transfer company stables on the south side of the street and set fire to the interior of the transfer company's storage house on the north side of the street. Prompt arrival and quick action of the firemen no doubt prevented a serious conflagration. The gasmen they did on arriving. The gasmen few minutes after the explosion.

# Branch Office Standing

29th Week Ending July 24th, 1915

## Senior Offices

1. FORT WAYNE.....E. J. Little, Mgr.
2. ALBANY .....W. M. Mann, Mgr.
3. CHICAGO .....T. D. Kingsley, Mgr.
4. SAN FRANCISCO .....D. S. Johnson, Mgr.
5. DALLAS .....B. L. Prince, Acting Mgr.
6. HARRISBURG .....R. S. Colwell, Mgr.
7. ST. LOUIS .....G. H. Hastings, Mgr.
8. TORONTO .....W. R. Hance, Canadian Mgr.
9. ATLANTA.....H. W. Brown, Mgr.

## Junior Offices

1. DENVER.....C. C. Barnett, Supt.
2. WASHINGTON.....A. W. Dorsch, Supt.
3. NEW YORK.....H. C. Carpenter, Supt.
4. LOUISVILLE.....E. J. Gallmeyer, Supt.
5. PHILADELPHIA.....I. L. Walker, Supt.

## Standing of Forty High Men, July 27, 1915

Salesman's Name.	Office.
1. W. V. Crandall.....	San Francisco
2. W. E. Stamford.....	Eng. Sales
3. R. T. Lawrence.....	Chicago
4. C. R. Eggleston.....	Albany
5. G. H. Reuben.....	San Francisco
6. R. G. Fisher.....	Denver
7. R. Coddington.....	Denver
8. H. A. Leonard.....	Chicago
9. A. E. Darling.....	Chicago
10. A. G. Hartgen.....	Harrisburg
11. E. L. Milliron.....	Eng. Sales
12. W. W. Cheney.....	Fort Wayne
13. F. W. Devereux.....	Albany
14. H. A. Vortigern.....	Philadelphia
15. S. F. Taylor.....	Eng. Sales
16. E. J. Murphy.....	Toronto
17. J. J. Connelly.....	Eng. Sales
18. J. J. Manning.....	Chicago
19. N. A. Ring.....	Albany
20. W. A. Merrill.....	Fort Wayne

Salesman's Name.	Office.
21. W. H. Ladd.....	New York
22. R. W. Jewell.....	Denver
23. G. P. Stovall.....	Washington
24. N. Mattingly.....	Chicago
25. R. D. Leonard.....	Harrisburg
26. F. M. Kennedy.....	San Francisco
27. J. C. White.....	Dallas
28. C. W. Elliott.....	Albany
29. C. J. Rogers.....	Chicago
30. P. W. Lawther.....	Dallas
31. F. H. Richardson.....	Albany
32. R. E. Clement.....	Chicago
33. J. G. Roberts.....	Albany
34. G. W. Allen.....	Chicago
35. J. M. Tucker.....	Dallas
36. S. A. Collins.....	Albany
37. J. F. Vanderembse.....	Denver
38. G. H. Schnabel.....	Chicago
39. J. W. Merickel.....	Toronto
40. C. C. Fredericks.....	St. Louis

## Five High Men (Not Pacemakers) by points in each District, July 26, 1915 (Districts Listed Alphabetically)

ALBANY	
1. F. W. Devereux	2. G. W. Elliott
3. F. H. Richardson	4. J. G. Roberts
5. S. A. Collins	

ATLANTA	
1. H. T. Purdy	2. M. Bedingfield
3. E. B. Bachman	4. R. W. Maxey
5. L. P. Cox	

CHICAGO	
1. R. T. Lawrence	2. G. W. Allen
3. N. Mattingly	4. A. E. Darling
5. C. J. Rogers	

SAN FRANCISCO	
1. F. M. Kennedy	2. E. R. Bird
3. J. F. Arnold	4. E. F. English
5. W. B. Jameson	

DALLAS	
1. P. W. Lawther	2. J. M. Tucker
3. W. W. Ince	4. J. C. White
5. R. L. Matthews	

DENVER	
1. R. W. Jewell	2. J. F. Vanderembse
3. F. H. Kilver	4. H. U. Earle
5. A. M. Lucas	

ENG. SALES	
1. W. R. Stamford	2. E. L. Milliron
3. J. J. Connelly	4. S. F. Taylor
5. W. A. Armstrong	

TORONTO	
1. E. J. Murphy	2. T. H. Rhodes
3. J. W. Merickel	4. W. Hickingbottom
5. H. T. Sterne	

FORT WAYNE	
1. W. A. Merrill	2. W. H. Pritchett
3. W. J. Bates	4. J. O. McCracken
5. F. P. Brandt	

HARRISBURG	
1. R. D. Leonard	2. J. M. Frigg
3. C. P. Law	4. W. B. Offerle
5. M. A. DeSousa	

LOUISVILLE	
1. Max Heintze	2. D. Moore
3. C. W. Wilson	4. J. W. Dickason
5. Charles Rudy	

PHILADELPHIA	
1. H. A. Vortigern	2. W. M. Rooker
3. J. P. O'Neill	4. G. W. Scott
5. J. L. Werts	

ST. LOUIS	
1. W. E. Touseley	2. C. C. Fredericks
3. W. C. Sutton	4. J. P. O'Neill
5. G. P. Dickey	

WASHINGTON	
1. D. W. Darden	2. J. T. Gibbons
3. H. W. Bell	4. W. S. Stoner
5. N. B. Steele	

## CHICAGO ADDS A MEMBER TO ITS PACEMAKER DELEGATION

Mr. H. A. Leonard, of the Chicago District, was Elected Member of the Pacemakers' Club July 12th, 1915, with a Total of 500 Points to His Credit.

Director, November 9, 1912.	Closed year with 729 Points.
Member, November 10, 1913.	Closed year with 614 Points.
Member, November 11, 1914.	Closed year with 512 Points.
Member, July 12, 1915.	Closed year with ..... Points.

Mr. H. A. Leonard, or "Harry," is a successful, high-grade Bowser salesman who has been a consistent prize winner and a steady producer of business since his coming with the Company February 15, 1911. This year he would surely have been an executive had his physical health permitted. Early in the season he attained 487 points and was well on toward accomplishing the desired end. However, just at the critical moment,



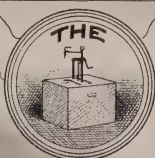
H. A. Leonard

due to the high pressure under which Harry works and the long hours that he puts in every day, he broke down, was taken to the hospital and twice came near passing on. We are glad to say he is out and has attained a membership in the Club.

Harry, here are our congratulations, first on your recovery, and second, on your admittance once more into the Club. May you live long and prosper, is the hearty wish of the Company, Club, your host of friends and the Editor.



**BOWSER**  
ESTABLISHED 1885



**BOOMER**  
Vol. 1, No. 1, Jan. 1906

Vol. XII

August 10, 1915.

No. 4

PACIFIC INTERNATIONAL EXPOSITION





# GRAND PRIZE

(HIGHEST POSSIBLE AWARD) ,

*a n d*

## GOLD MEDAL

*awarded to*



S. F. BOWSER & COMPANY, Inc.

Fort Wayne, Indiana, U. S. A.

Branch Factory: Toronto

*By the International Jury of the Panama-Pacific  
International Exposition*

*San Francisco, California, U. S. A.*

*1 9 1 5*

# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY

S. F. BOWSER & COMPANY

Edited by GEO. A. TOWNSEND

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS EMPLOYEES

AUGUST 10, 1915



## Explanation of the Award and what it Means for the Company

The Grand Prize and Gold Medal, the highest possible award, was granted to the Company by the International Jury of the Panama-Pacific International Exposition, San Francisco, Calif., U. S. A., 1915. It was based upon quality of material and workmanship—skill and ingenuity displayed in invention, construction and application—magnitude of the business represented, and length of time engaged in that business. It is a broad tribute to Bowser superiority and the qualities of permanent success that are back of Bowser equipment.

It is one thing to make a statement but another to prove it. It is a comparatively easy matter for a Bowser salesman to talk of the merits of our equipment, the wonderful care with which they are produced and the reason why they represent in material, workmanship and service all that the purchase price indicates and all that we claim for it. But it isn't always so easy to make the prospect see it as he does. He is convinced on this point or otherwise it would be impossible to sell the equipment. However, all prospective purchasers are "from Missouri" and have to be shown. Once, however, they do get the salesman's viewpoint they quickly become Bowser users and boosters.

Remember that the trademark Bowser stamped upon an outfit represents a thirty years' standard the world over that has been consistently maintained because quality and service have been our sole purpose in all that we have undertaken to do. Now when you put these claims in concrete form in the shape of an exhibit in competition with the whole world, you have applied "the acid test" of thirty years of work.

On top of this, let a jury composed of the keenest business minds, representing varied

classes of industries and professions from all quarters of the world, analyze, sift and unbiasedly discuss the exhibit and the service claims it represents, then you have practically put your product on trial before the world's most intelligent critics.

So you see it means something to secure the Grand Prize and Gold Medal, the highest possible award. It means our product and the exhibit is **100% efficient**. It confirms all that we have claimed for our equipment. It confirms the judgment of over a million users. It encourages us to set our standard a little higher, if possible, and to ever work to maintain this coveted goal of Commercial Perfection. To spread the sale and use of Bowser Equipment until there will be but one thought in connection with handling oils—Bowser. It makes us feel that part of the award due hard, conscientious work and close adherence to truth and the ideals that were determined upon when the Company started has been granted and a far Bigger Better Business is in store for us.

When examining the illustrations of Bowser Filling Stations in this special Exposition Boomer, remember that these are **Official Filling Stations**. We mean by that that the use of the equipment was the official choice of the Exposition Executives and no other filling stations were permitted on or near the grounds. The Exposition Executives decided upon this course of action after a thorough investigation and in line with a consistent policy of living up to their ideal of making the Exposition the "best ever" and using only that equipment which would conform to the high standard they had set themselves.

The Panama-Pacific International Exposition has been pronounced by visitors from far and near to be an unqualified and unequaled success. Recently the Management stated in the press that it would close absolutely free from any debt, which is an epoch in the history of Expositions, and this in spite of the world war and business conditions. It simply confirms the judgment of the Management and their business ability, which makes all awards of more value.

The equipment used in the exhibit was taken out of our standard stock and there were no extra embellishments added in any way whatsoever. Think what this means and then realize further the importance of the awards.

# A Brief Description of the Exposition



**THE TOWER OF JEWELS**

This most conspicuous feature of the Exposition marks the main entrance. It is 435 feet high and from the center of the arch to the ground is 120 feet. There are over fourteen hundred tons of steel and more than 1,000,000 feet of lumber used in its construction.

## SCOPE

The Panama-Pacific International Exposition at San Francisco is the world's celebration of the opening of the Panama Canal. It is the third Exposition of its class held in the United States, and the twelfth in the history of Expositions. It is essentially contemporaneous, no exhibit being eligible for award unless produced since the St. Louis Exposition ten years ago, or unless it is a product that has not been improved upon within that period. The Panama-Pacific International Exposition therefore represents a decade in the material progress of civilization. In order to receive rating as a universal Exposition, it must make a comprehensive showing of the achievements of all civilized nations in all lines of human endeavor. The Exposition does this. It is an epitome of civilization. The long step forward taken by the Panama-Pacific International Exposition, over all expositions that have preceded it, is largely a reflection of the advance made by the world in the arts, sciences and industries since the last Exposition was held.



**THE PALACE OF FINE ARTS**

The construction is steel and concrete—fireproof. The exhibits consist of the best productions of foreign and American artists. Not only paintings and sculpture, but tapestries, jewelry, and mosaics, inlays, carvings, and fabrics such as laces and rugs, are exhibited.

## EXHIBITS

The exhibits and their installation represent an expenditure of more than \$10,000,000. In the eleven exhibit palaces are some 70,000 separate exhibits. More than fifty miles of exhibit aisles divide the interior of the palaces.

The units of representation include nations of the world, States of the United States, Municipalities, the fifty-eight Counties of California and individual exhibitors. Displays are placed in many of the National and State Pavilions, as well as in the Exhibit Palaces.

## LAYOUT OF GROUNDS

There are three main divisions of the Exposition: the central, containing the exhibit palaces and the courts; the western, containing the state and foreign buildings and live stock section, race track, aviation and athletic fields; the eastern, containing the amusement structures of the Zone, on either side of a 3,000 foot boulevard.



**PALACES OF TRANSPORTATION AND MINES AND METALLURGY ILLUMINATED**

Our exhibit is located in the Transportation Palace in the Automobile Section. These palaces are seen from the ferry boats which run to and from the Bay Cities.

The 635 acres covered by the site are divided as follows:

Exhibit Palaces .....	220 acres
State and Foreign Sites .....	110 acres
Live Stock Section .....	30 acres
Aviation Field and Race Track .....	40 acres
Concessions .....	70 acres
R. R. Terminals, Dock, Ferry Ships, Service Yards, etc. ....	165 acres

## ARCHITECTURE

Considered by the standards established in the building of previous expositions, the general architectural scheme of the structures at San Francisco, is revolutionary. Here there is harmony of effect attained without the monotony that comes with rigorous uniformity.

Planning and executing the architecture of the Exposition, the builders have wrought in a complete harmony, trying insofar as it might be possible to make of painting, sculpture, landscape and architecture, a composite mind, which should always feel the absolute need of each of its parts and realize that no one of them could stand alone.

## MATERIALS

The soft tone of the Exposition palaces and their substantial appearance is supplied by the use of a specially prepared material that simulates the travertine marble of which many of the structures of ancient Rome were built. The artificial travertine was perfected for the Exposition's use by Paul E. Deniveville. The material has never before been used extensively in this form, though a portion of the Pennsylvania Terminal in New York City is of a somewhat similar substance.





### THE COURT OF THE UNIVERSE

A corner of the Transportation Palace shows on the right of the arch. This court is the great central court of the Exposition. It symbolizes both the purposes of the Exposition, which celebrates the completion of the Panama Canal and the far-reaching effects that the building of the Canal itself will have in unifying the nations of the world.

### THE EXPOSITION SCULPTURE

The sculpture is the real key to the spirit of this Exposition. It symbolizes the achievement and tells the story of the great triumph of the United States, and the devotion of those who toil, which has made possible the completion of the Panama Canal after more than fifty years of unflinching effort.

### THE COLOR SCHEME

The Panama-Pacific is the first Exposition at which a definite and comprehensive color scheme has been employed. It has been utilized, too, with such success as to be recognized as one of the principal distinguishing features of the Exposition. Jules Guerin, the famous illustrator and colorist, made the selection of colors to harmonize with the Exposition setting on the shores of San Francisco Bay, and supervised their application to every detail of the Exposition from the tops of the domes to the uniforms of the Exposition guards.

### THE TOWER OF JEWELS

Marking the main entrance to the "walled city" of Exposition palaces is the Tower of Jewels, the most conspicuous of the Exposition picture.

With its unique arrangement of successive stages, one above the other, the Tower cannot be said to be even representative of any single architectural epoch, but its principal architectural features are the Roman arch and the successive tiers of Corinthian and Doric columns. Atop of the tower is a large single column bearing four sculptured Atlases which support a sphere, 17 feet in diameter.

Height: 435 feet, or the equivalent of a thirty-seven story building of standard construction.

Illumination. The Tower at night supplies one of the most magnificent features of the Exposition's illumination. The colonades of its various stages are suffused by a glowing red light from within while the Tower as a whole is the focus of searchlights turned upon it from all directions.

The Jewels. The Tower takes its name from the profusion of jewels with which it is ornamented. The

jewels or "novagems" as they are called are one of the novel features of the Exposition illumination system. More than 120,000 of them clothe the tower and lend a shimmering brilliance to the tower under the play of searchlight rays at night. These jewels were especially cut for the Exposition by Austrian peasants with whom the gemcutter's art is an hereditary craft. Their particular design was selected after numerous tests to obtain a maximum of brilliancy, and the cutting given over to the peasants by reason of the Austrians' expertness and the fact that the most suitable glass for the purpose was available only in that country.

### PALACE OF TRANSPORTATION

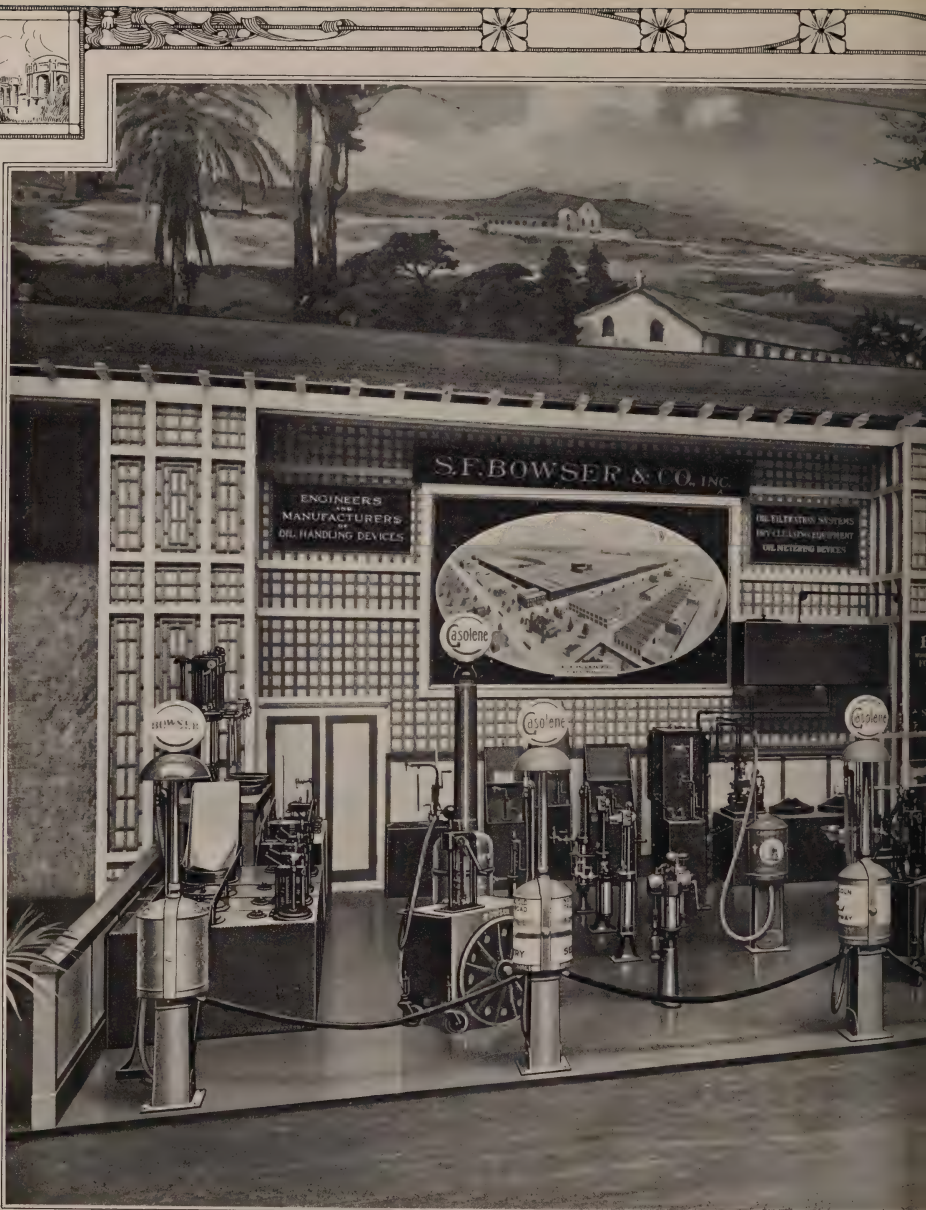
The Palace of Transportation in which is our Exhibit, is just to the west of the Palace of Mines and Metallurgy in the north half of the main group of palaces.

The east, south and west walls of this palace contribute respectively to the Court of the Ages, the Florentine Court and the Court of the Universe. The



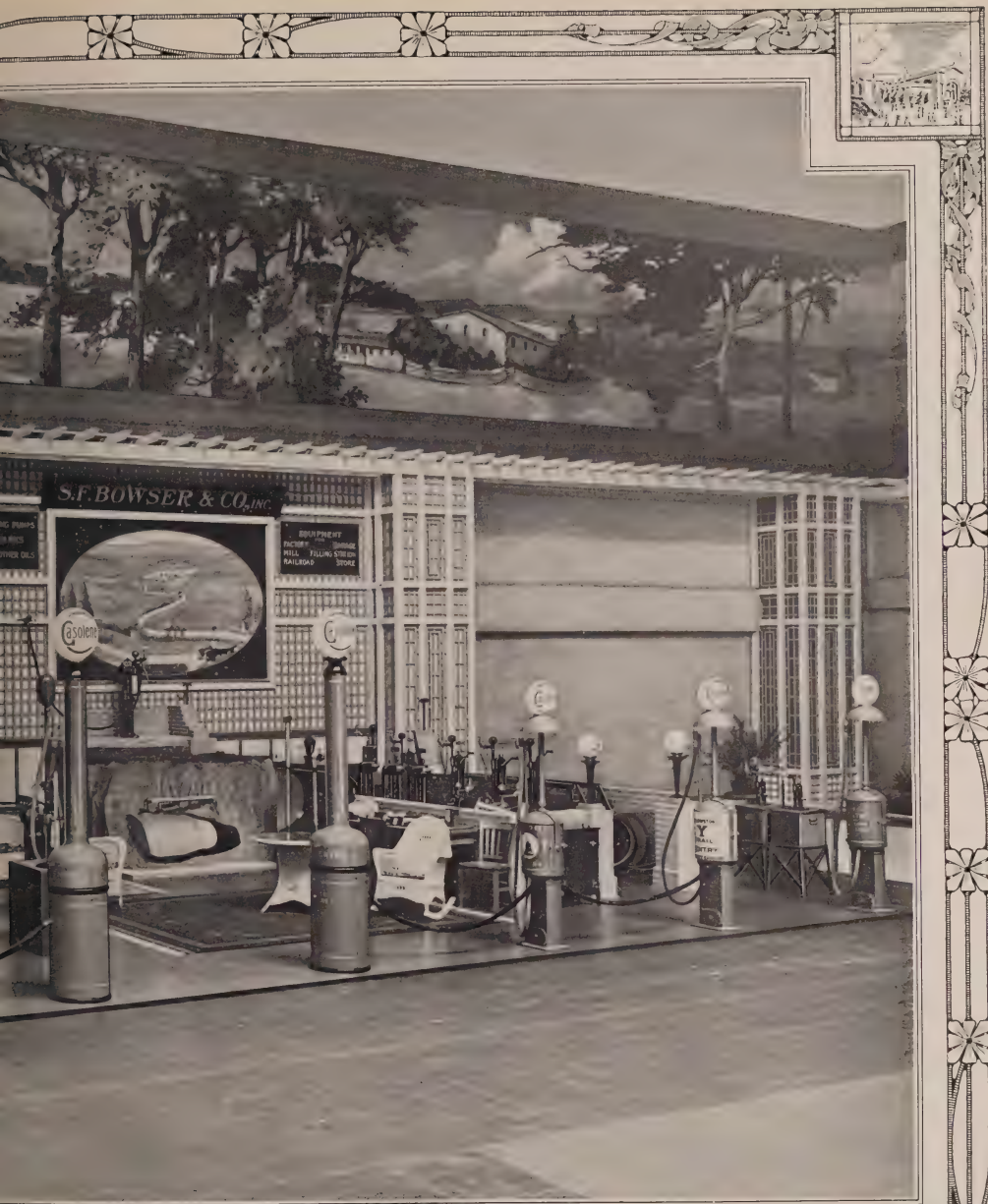
### COURT OF FOUR SEASONS

View taken during the night illumination, looking North.



Grand Prize and Gold Medal  
 Awarded to S. F. BOWSER & CO.  
 by the International Jury of the  
 San Francisco





Highest Possible Award---  
 NY, INC., Fort Wayne, Ind., U.S.A.  
 Pacific International Exposition,  
 nia, 1915





north front is in the Plateresque treatment common to the north facades of all four palaces fronting on the Esplanade.

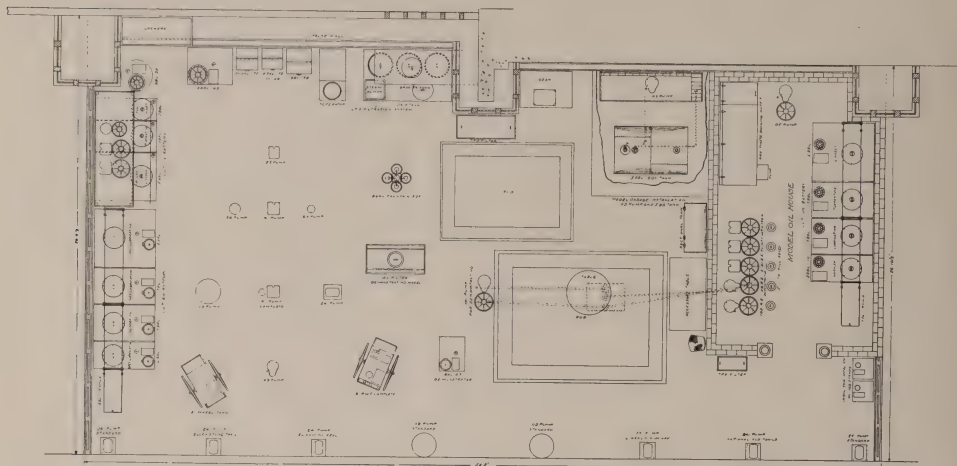
The building covers seven acres and cost \$500,000.

#### NATIONS REPRESENTED

The following nations are represented at the Expo-

sition: Argentina, Austria, Australia, Bolivia, Belgium, Canada, Cuba, China, Denmark, France, Greece, Guatemala, Great Britain, Germany, Honduras, Holland, Italy, India, Japan, Luxembourg, New Zealand, Norway, Panama, Persia, Portugal, Sweden, Switzerland, Siam, Spain, Turkey, Uruguay.

## Relating to Our Exhibit



FLOOR PLAN OF OUR EXHIBIT

Our exhibit illustrated by the above floor plan occupies a space 54 feet long and 29 feet in depth.

Western Manager, E. M. Savercool, has written several letters regarding our Exhibit and the Editor feels that he has covered this subject in such a simple, clear and concise manner that it would be a shame to change it in any way, and, therefore, he is reproducing it for your information as follows:

"Our exhibit is located in the Transportation Palace and in the Automobile Section.

"One-half of the Transportation Palace was set aside for Automobiles and Accessories to the automobile industry under which classification we came.

"All exhibitors in this section paid a sum of money into a Trust fund. The Committee in charge worked out a very attractive proposition; the entire floor being covered with linoleum, in colors to harmonize with the decorations. The general scheme of decoration consisted largely in working on large panels a relief map showing the various Highways across the Continent.

"The particular section in which we are located is dedicated to the El Camino Real, or Old Mission Road from San Francisco to San Diego, and the panel painting which is shown on the wall above our exhibit extends entirely around the room, showing typical California scenes and particularly the old missions of this State.

"Reverting particularly to our own exhibit: It occupies a space 54 feet long and 29 feet in depth. The decoration of the back wall, that is, the lattice-work, signs, and two large oval paintings, was worked out and installed by us.

"When taking into consideration the installation of our exhibit, we desired to impress the public

with some things which might benefit us in a general way.

"The average visitor to an Exposition passes along through building after building noting here and there many exhibits covering everything that can be imagined and, in order to get any permanent benefit from an exhibit, it must be so arranged that some feature will be prominent, and make a lasting impression upon the mind of the casual or hurried visitor.

#### THE OBJECT OF THE ARRANGEMENT

"Being desirous of gaining the greatest possible benefit from an exhibit of this nature, it is so designed that the first impression in the mind of the visitor when glancing at it is that it is a Bowser exhibit. This feature is prominent. The next impression on the mind of the visitor is that it is a high-class exhibit-attractive from every standpoint.

"It will be noted that we have not constructed a Booth, as we did not care to have our visitors as they passed by make the remark, 'Oh, what a nice looking Booth!'

"Eliminating the Booth idea, it is necessary to so place the goods that they will attract attention. This is accomplished first, as before stated, by making a very attractive back ground. The two panel paintings are 10 feet by 5 feet in size, painted by an excellent artist. The one shows the Fort Wayne Factory correct in every detail and is a very striking picture. The other panel shows a road scene in Alameda County, California, the road winding away for many miles over the mountain. In the foreground is a Filling Station consisting of a Cut No. 241 Pump.

"One of the principal features of the exhibit is the special Highway pumps shown in front. In



### ONE OF THE OFFICIAL EXPOSITION GASOLENE FILLING STATIONS

This Filling Station is located just outside the entrance of the Panama-Pacific International Exposition, San Francisco, Calif. It consists of a Bowser "Chief Sentry" Cut 102 and 10-barrel tank. It also uses four Bowser Cut 121 Portable Gasolene Wheel Tanks equipped with our Cut 73 Lubricating Tank and all other accessories.

Note the Tower of Jewels shown in the back-ground and a part of the unique wall surrounding the Exposition. This wall is covered with growing vines.

this row of pumps is included the Standard Sentry, the Chief Sentry, the Special Highway Pumps for the Lincoln Highway, National Old Trails, El Camino Real and Yellowstone Trail. Light Attachment is connected to these pumps, and with the lights and the globes, they make a very attractive foreground for the exhibit proper.

"Another attractive feature will be noted in the background just under the road scene. This consists of a section of a garage floor with a Cut No. 103 Pump and Accessories and below will be seen a Type "C" Tank installed in the ground, all connected up to the pump on the floor section above. This feature is worked out in every detail as it would appear in actual practice providing a portion of the tank was excavated.

#### THE BOWSER MODEL OIL HOUSE

"In the right-hand corner of the exhibit, we have constructed a Bowser Model Oil House. It was not practical to continue the walls to a height greater than 3 feet. The Oil House exhibit shows how a very complete Bowser equipment can be installed in a comparatively small Oil House. On account of the distance from the camera, the Oil House does not show to good advantage.

"It contains a battery of Cut No. 109 Outfits with Barrel Track, Oil Barrel and all Accessories. There is also installed on one side, a complete line of long distance pumps, ranging from Cut No. 103 to Cut No. 105. A part of these pumps are connected to tanks underneath the Oil

House floor and the Oil House exhibit is so arranged that a practical demonstration can be given as to the best methods of handling oil under modern conditions.

"On the main floor in the exhibit is shown a full line of gasolene and lubricating oil Pumps and Tanks.

"Wheel Tanks are shown with and without all accessories.

"On the left-hand side of the exhibit, there is installed a complete battery of Cut No. 64 Outfits, also a battery of Cut No. 109 and Cut No. 111 Equipments.

"In the center we have installed a Cut No. 101 Pump which is connected to an underground tank and is used in demonstrating by pumping the oil back to the drip pan from the nozzle through a glass tube. This is novel and very attractive.

"In the center is shown a working model of a Bowser Oil Filtering and Clarifying Device. This has attracted much attention from visitors. In the rear toward the center, we have installed a complete 2F3 Oil Filtering and Circulating System as it would be used in a Power Plant.

#### OFFICIAL FILLING STATIONS

"There are four public filling stations connected with the Exposition, all of which have Bowser equipment. Besides these, there is another filling station which is used exclusively by the Exposition officials. This is located inside the grounds and is equipped with a Cut No. 101 Bowser



#### ANOTHER OFFICIAL EXPOSITION GASOLENE FILLING STATION

This Filling Station is fully equipped with a Bowser "Red Chief" Cut 101 Pump and a 10-barrel storage tank. The station is located just outside of the Panama-Pacific International Exposition grounds in San Francisco.

Note the Tower of Jewels and Festival Hall in the back-ground.

Pump and 10-bbl Tank. They also have Bowser equipment for lubricating oils. As a tribute to the superiority of Bowser equipment, our equipment was selected for these stations.

"Prominence should be given to the fact that they are **official filling stations**. The Cut No. 241 Lincoln Highway outfit which is located across the street from the Canada Building is the only public filling station inside the Exposition grounds, and it has a very prominent location. The Chief Sentry, Cut No. 102 pump and the four wheel tanks have a prominent position across the street and slightly to one side of the main entrance to the Exposition, and are used in connection with the largest official parking space at the Exposition.

"This makes rather a striking picture on account of the fact that the Tower of Jewels and the Exposition fence are shown in the background. The fence, for your information, is covered with growing vines. Another official filling station in which is installed a Cut No. 101 pump, is used in connection with the official parking space outside the grounds some four or five blocks east of the main entrance. The Tower of Jewels and Festival Hall dome are shown in the background.

#### GRAND PRIZE MEANS 100% EFFICIENT

"The exhibit taken on the whole is extremely attractive. The colors, red and green, of our goods, blend well and the result is that S. F. Bowser & Company have been highly commended on the fact that they have one of the most at-

tractive exhibits in the Transportation Building.

"In awarding prizes, the International Jury takes into consideration the production of the Company, the number of employees, the date when established, the material consumed per year, developments or originality in improvements in design, the quality of material used and the excellence of the product. In order to secure a grand prize, it is necessary that the product be rated at **100% or perfect**, and, furthermore, it is also essential that an exhibit be attractive in order to secure a Grand Prize or Gold Medal.



#### THE ONLY OFFICIAL FILLING STATION INSIDE THE GROUNDS

This Filling Station is equipped with a Bowser Lincoln Highway "Sentry" Pump, Cut 241, and 10-barrel storage tank. The station is inside the Exposition grounds on Main Avenue, directly across the street from the Canada Building. The Indiana State Building can be seen in the back-ground.





### THE INDIANA STATE BUILDING

At the gore of the Avenue of Nations and the Avenue of States is located the Indiana Building, Queen Anne in type, representing a clubhouse of the early English period, with its spacious porches and old hickory furniture.

All of the construction materials are Hoosier products. Upon the library shelves will be found the representative works of Indiana authors.

"S. F. Bowser & Company's products shown in this exhibit are all stock goods of our latest manufacture and will be viewed by many thousands of people from all parts of the United States and Canada as well as many from foreign countries. The impression which will be carried away must be favorable and in a general way will bring good results in the future.

"We would suggest that all representatives of S. F. Bowser & Company as they go about mention to their friends and the trade the fact that we have a wonderful exhibit in the Transportation Palace at San Francisco. When they find anyone who is intending to visit here during the season, if they request them to call on us, they will find our attendants will treat them courteously, undertake to give them any and all information possible either in regard to our exhibit or in regard to the Exposition in general. They will find a pleasant place to rest and spend a few minutes at this exhibit and they will be well repaid for the effort.

### OUR CHIEF DEMONSTRATOR

"And last but not least, when they drop in to the Bowser exhibit, they will have the pleasure of meeting our good friend and salesman, Mr. E. J. Coddington, who is Head Demonstrator. It will be remembered that Mr. Coddington spent the past year in Honolulu as our representative and was recalled by us to take charge of our exhibit during the Exposition period.

"Previous to Mr. Coddington's arrival, from Honolulu, our Mr. C. A. Milliman of Portland assisted us by acting as demonstrator for the first month after the Exposition opened.

"Urge all those who can possibly do so to come to the Exposition. It will be impossible to describe it. It is more wonderful than can be imagined. Man heretofore has never built anything to equal it. It's equal will probably never be seen again, at least in the very near future.

"We hope during the season that we may have the pleasure of personally greeting a large number of those connected with the Bowser Organization.

(Signed) E. M. SAVERCOOL."

### ART SMITH. THE BIRD MAN

The reason we mention Art Smith in the Exposition Number is because there is something analogous in his career to Mr. Bowser's. Like Mr. Bowser, Art Smith is a self-made man, developing his talents along different lines but starting as did Mr. Bowser with practically nothing.

Mr. Smith made his first aeroplane, building it at nights after working hours. From an unknown boy he has fought his way to the top in aeronautics until now he is the Premier aviator of the world.

At the Exposition this year he has made an aeroplane do everything that apparently it should not do. He has flown upside down, he turns over and over many times, slides down from great heights sideways, and in fact on a night flight with his aeroplane illuminated he looks like a brilliant feather being tossed around on a stormy sea. He has so far proven to be the biggest drawing card that has ever appeared at an Exposition.



ART SMITH—A Fort Wayne Product.





**The Man Whose Work Ensures the Salesman's Success.**  
**Mr. E. D. EGGIMAN, of the Treasurer's Department.**

Probably there isn't a man in the Bowser Organization whose signature is better known than Mr. E. D. Eggiman's, Manager of the Collection Department under the Treasurer. Yet only those salesmen who come to the factory and meet Mr. Eggiman face to face to face know him personally. Few of you men on the road have had this opportunity and in order to get you acquainted not only with his signature but with him, as he is, we present a photograph of him at his desk, working.

Mr. Eggiman came with the Company in November, 1898, as a Clerk in the office. Later he was made Shipping and Billing Clerk. Finally he became Assistant Bookkeeper, then assisted Mr. Bechtel when the "Big Chief" was in the Collection Department, and is now manager of the Collection Department, under the Treasurer.

During all this time Mr. Eggiman's loyalty to the Company has been unquestioned and he has been a hard student in keeping abreast of the times in the

best methods for collecting accounts. Under his guidance the highest aim of every individual in this Department is to always handle matters so as to conserve the best interest of the salesmen as well as the firm.

Mr. Eggiman and his assistants are continually practicing the "painless method" of extracting the coin from the customer so that the customer will become a prospect and want the operation repeated. All of this works to the benefit of the salesmen.

To sum up the entire situation, Mr. Eggiman is the man whose work ensures the salesman's success. The Collection Department is consequently the best friend the salesman has and therefore it is up to you boys, now that you know each other, to co-operate with Mr. Eggiman to the fullest extent in all cases that are referred to you.

**Editor's Note:—No, gentlemen, the wheel you see is not in Mr. Eggiman's head—it is a fan.**

**IT DOESN'T PAY TO GO TO SLEEP UPON  
YOUR JOB**

Salesman A. Curry, of the Washington District, had an interesting experience in his territory recently. In order to secure an order from a merchant in one of the small towns of Virginia, it was necessary for Mr. Curry to leave home with a competing salesman. They both landed in town at 4:30 A. M. The competing salesman took a room and went to sleep. When Mr. Curry returned to the hotel for breakfast he had a Cut 41 order "C. W. O." in his pocket and his competitor was just coming in to get his morning meal.

On July 28th H. W. Bell's Daily Report was written out on a blank piece of paper as follows:

"Reports follow tomorrow. Have been in saddle since 6 A. M. until 9 P. M. Stalled over night up in mountains and have only order books."  
The other side of the sheet showed 3¼ pts.  
"C. W. O."

\* \* \*

We have noted reports from J. J. Cassidy stating that he had an accident on July 26th. When he was attempting to board a trolley car the motorman started up, throwing him off and wrenching his shoulder. On the 28th, however, Mr. Cassidy expected to be back on the job very shortly.



# Daily Press

WEDNESDAY, APRIL 23, 1915.

## EXPLOSION WRECKS CLEANING WORKS

KARL ALBER and HAROLD KING seriously burned, the latter perhaps fatally, in a fire which threatened the business district for a time this morning.

## BLOWN OUT OF BUILDING AND ENVELOPED IN FLAMES

Plate Glass Window in Front of Establishment was Blown to Pieces and Blaze Reached the Middle of the Street—Caused by Gasoline Seeping Through Stone Wall into Boiler Room

Karl Alber, proprietor of the late business, and Harold King, employee, were seriously injured in the fire. The fire started in the boiler room, where a gasoline pump was used for cleaning purposes. The pump was blown out of the building and the fire spread to the street.

## WM. R. DONALDSON, RICH ATTORNEY, DIES OF GASOLINE BURNS

Clothes Catch Fire While He is Cleaning Auto in Country House.

FIANCEE: Engagement to Miss Bertha Bates Announced Just a Week Ago.

William R. Donaldson, a well-known attorney, died of gasoline burns this morning. He was cleaning his car in his country house when the fire started.

## GARAGE LOST IN BAD FIRE

FURNES FROM DRUM OF GASOLINE IGNITED BY FIRE IN A STOVE.

BUILDING AND CAR A MAEL OF FLAMES IN A FEW SECONDS.

FOUR NEW CARS AND THREE OLD ONES WERE SERIOUSLY DAMAGED.

## GIRL CLERK ENVELOPED BY FLAMES

Alone in Store When Oil Catches Fire

## 4 DEAD, 3 HURT IN EXPLOSION

Gasoline in Railroad Tank Car Explodes Long After Wreck.

CHAIN SLIPS AND FLAMES RESULT

Twelve Injured When Kansas City Southern Train is Derailed.

Explosion, in Aug. 31, 1914, caused the death of four men and the injury of twelve others. The explosion occurred when a chain slipped from a locomotive.

## FIREPROOF TANKS SAVE FIREMEN'S LIVES

A GRAVE DANGER AVERTED

Last night when a fire broke out in the city, the firemen were able to save the tanks because they were fireproof. This saved their lives and prevented a major disaster.

## GASOLINE IN AUTO TANK CAUGHT FIRE

Clyde Man Who Was Filling Receipts, Seriously Burned.

Clyde Man, who was filling receipts, was seriously burned when the gasoline in his car caught fire. The fire started while he was standing next to the car.

## GASOLINE, SPONTANEOUS COMBUSTION CAUSE MANY FACTORY FIRES

Proof in Baltimore and elsewhere, where the gas has been found to catch fire spontaneously.

## THREE KILLED BY EXPLOSION OF A GASOLINE TANK

McCONNELLSVILLE, O., Aug. 16.—Three persons were killed and six injured when a gasoline tank exploded in a garage here last night.

The cause was ascribed to the fact that the tank was not properly secured.

CHESLER and FRANK, McCONNELLSVILLE, O., Aug. 16.—Three persons were killed and six injured when a gasoline tank exploded in a garage here last night.

## PAINT SHOP DAMAGED BY EARLY MORNING FIRE

Fire, which started in a boiler at about 5 o'clock, spread to the paint shop, causing considerable damage.

## AUTOMOBILE TOPICS

SAN ANTONIO, TEX., Aug. 16.—A car was damaged when it was struck by a falling object.

The car was damaged when it was struck by a falling object.

The car was damaged when it was struck by a falling object.

The car was damaged when it was struck by a falling object.

## GASOLINE TANK EXPLODES

Knowledge Club Employees in Garage Caught Fire.

The fire started in the garage where the employees were working.

The fire started in the garage where the employees were working.

I'm glad I'm selling a product which not only gives service but which averts such life-destroying, property-destroying accidents as these



## HAS THREE AND WOULD NOT GET ALONG WITHOUT THEM

Bryan, Texas, April 28th, 1915.  
S. F. Bowser & Co., Fort Wayne, Ind.  
Gentlemen:—Please send us by Parcels Post the little spiral spring that goes on the bottom of the valve of the Bowser Gasolene pump, also the pieces of leather that goes around the bottom of the valve. The spring fits in groove around the bottom of the valve and the leather goes around the spring; the spring forcing the leather out against the walls of the cylinder of the pump.  
I hope I have made myself clear in the above so there will be no delay in shipping as we are daily in need of the pump and can scarcely get along without it.

This is the first trouble we have ever had with the Bowser after using it for some four years, and this would not have occurred but for the water that got in and rusted out the above articles. We have three Bowser's in the store and we would not know how to get along without them.

Thanking you in advance for your prompt attention to the above, we are

Yours very truly,  
BELL BROS.

Salesman G. W. Scott, of the New York Office, recently closed a fine Public Garage order netting him about 62 points, F. C. W. O. Mr. Carpenter says this order was very complete. Congratulations, "G. W."

\*\*\*

"Bob" Johnson recently brought to the Home Office the "granddaddy" of all Dry Cleaning orders. It netted him about 134 points. This is the largest individual dry cleaning order ever received.

\*\*\*

The following notation taken from the Summary of Daily Reports tells its own story:

"Worked Saturday, part of Sunday and landed Monday.

Net result, a 9-point order.

(Signed) CHAS. ROGERS,  
Chicago District."

# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY

S. F. BOWSER & COMPANY

Edited by GEO. A. TOWNSEND

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS EMPLOYEES

AUGUST 15, 1915



## WHAT THE OIL MAN SAW

Two days spent with the Oil Man on the truck and wagon made us a very interesting trip, to say the least. Being a friend of the driver, we were privileged to ride with him on several trips, both in a town of about 5,000 population and through the country to farmers and small inland places boasting of from one to four stores.

Say, "cans," we have always had before us in print and picture, but never so realistic as on those two days' trips. Evidently some Bowser salesman has not been on the job or those people are of the Mr. "Hard-to-Convince" kind, as right in the town there were men worth thousands of dollars, some owning a Ford, others the largest high powered cars, who stored their gasoline in the round above ground tin tanks—the \$3.50 kind.

Sometimes these tanks were right in the building with the car; sometimes in the back yard under the old apple tree. At any rate, wherever they were placed, the regular five gallon can of gasoline is a good, stiff lift for the oil man and when he gets it up to the top of those above ground containers he cannot see if he is pouring too fast or not. The result is he is bound to spill some. It is not his fault—he doesn't want to waste any of his customer's gasoline, but he cannot avoid it.

Then there was a laundry in the same town that used a limited amount of gasoline. Out in the wooden shed at the back of the building, went the oil man. "Fill her up with special," was the word. If that can ever "goes up" there are not Fire Departments enough within a radius of fifteen miles to save the town. Thousands of dollars worth of property are hourly exposed to dangers.

There was just one redeeming feature about the town. There were two Bowser "Red Sentry" Pumps on the street. One of the owners enthusiastically declared his desire to own a "Chief Sentry" as soon as he is able to finance it.

Now, for the trip through the country. One afternoon was spent with the truck visiting the farm trade. Here were found all manner of cans and drums. One big brand new Marmon was keeping company with about 150 gallons of gasoline stored above ground where the sun beat down on the roof of the garage all day.

At another farm there was one round can and two steel drums to fill up. One drum was placed up on a platform and one was on the ground. How that farmer is going to get that gasoline out of the second drum, we don't know. It will surely take two or three good men to get it up where he can draw gasoline without spilling.

Another farmer had one steel drum raised up about seven feet from the ground and the oil man climbed a ladder to pour the gasoline in. This was some real system, it saved floor space.

Another farmer who operated an oil tractor in connection with a threshing rig, had two steel drums

and several five-gallon cans, the kind you buy at the corner grocery, and he wanted them all filled up so there would be no danger of his getting out of kerosene. This man acknowledged that a storage outfit would be a good thing, but he had not been educated to the real value of it or he would have one.

One trip was made especially to the inland stores. Some of these stores have shown their appreciation of self-measuring outfits by having them installed. The majority, however, have the same red, round cans in the back of the building. They never in the world could sell a gallon of kerosene and complete the sale in four minutes, as we have been talking about in our literature. Almost invariably the word to the oil man was "Fill her up" and the oil man presented his bill for what he put in.

One store had a sort of makeshift self-measuring outfit in front for gasoline with three or four cans in the back shed for kerosene. Another had his kerosene in the cellar and you had to stoop when you went in or bump your head. His gasoline was in a little wooden dog-pen-like shed outside of the store room. He complained to the oil man about business being dull. The oil man replied to him saying that he ought to put in some good equipment and go after business like the other fellows do.

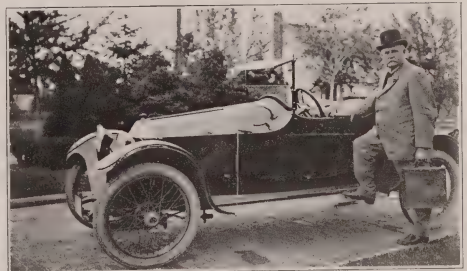
One man had a Cut 19. The oil man said he always took the measurements on the float indicator if there was any question about the quantity put into the tank.

These people expressed themselves that the self-measuring way was the right way to handle gasoline and kerosene but that it cost too much money. It is simply a question of a little education and they will be Bowser users.

A good example was afforded of the economy of a self-measuring outfit by a brick kiln in the vicinity. We went out to deliver between three and four hundred gallons of kerosene. It was Saturday afternoon and when we got there the watchman informed us that he thought the place was locked because a few days before some one had gotten in and monkeyed with the oil can and allowed about 300 gallons to run out. This would certainly have made a nice first payment on a Bowser outfit.

We had no time to stop and talk with these people, but there are prospects there for Bowser equipment.

How many of you boys have such conditions in your territory, or do you know? By working systematically upon your calling list you will acquaint yourself thoroughly with conditions. In addition a trip with the oil man in your territory would open your eyes to the need of intensive cultivation and work.



One Reason Why Ft. Wayne Sales Is Among the Leaders—Note the "Old Man" with a grip in Cleveland, O., ready to "rustle in" the orders.



### "SALESMANSHIP"

Boston, Feb. 16, 1915.  
S. F. Bowser & Co., Inc.,  
Fort Wayne, Ind.:

Dear Mr. Townsend:—I am attaching hereto a poem on "Salesmanship," which may be of use to you. I would say that this was on a badly worn clipping, taken from an old issue of the "Druggists Messenger," and was given to our Mr. Sias, by a druggist in Essex County. This druggist took it from a pocket book, claiming that he had carried it around with him for five or more years. The author is given as "C. B. Davis," and a note at the bottom, "Sample Case" indicating that it was taken from still another paper. Perhaps you have heard it many times, but Mr. Sias and the writer thought it good. I typewrote the copy, so that the original might be returned to the owner.

Yours very truly,  
M. G. CRANNELL

Boston Office.

Do you think you are a salesman?  
I'll bet four bits you're not.  
You may be taking orders,  
And have doubtless booked a lot,  
But when it comes to salesmanship,  
That's quite another thing,  
You've got to use diplomacy,—  
No easy song to sing.

You must study human nature;  
Learn to read your man at sight,  
Then if you want to sell your goods,  
You've got him sized up right.  
Don't beg of him to buy your ware,  
Don't humiliate yourself.  
Put your goods upon their merits;  
Your opponents off the shelf.

You've got to understand your line,  
From A to X or Z,  
You can't take bluffs from any one,  
Whoever he may be.  
Personality must be long suit,  
Be agreeable, wear a smile,  
Take a roasting for the house sometimes,  
Take it calmly all the while.

Don't try to make your prospect think,  
That you're a know-it-all.  
Give him credit for his argument,  
Then he'll enjoy your call.  
Now don't say yes to everything,  
That he may chance to say,  
But calmly, coolly, hold your own,  
He'll respect you more that way.

Keep your temper, though the fever,  
Rises up to danger point,  
He may say your goods are rotten  
And your house is out of joint.  
The chances are that ten to one  
When he's had his say clear through,  
He'll wish he hadn't said it.  
Though he won't say so to you.



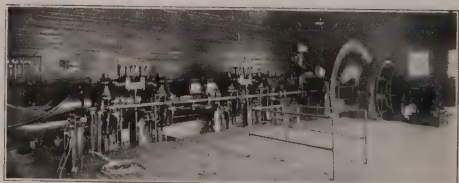
Don't wear a dirty collar.  
Keep your face shaved clean and neat.  
Use a clothes brush every morning.  
And don't for once forget your feet.  
Then, if you've met your man before,  
You've this advantage gained.  
If you've made a good impression,  
It's more easily maintained.  
Be enthusiastic, full of snap.  
Don't kill energy with booze.  
You can't do business in that mood.  
You're everything to lose.  
Use bucketsfull of ginger,  
String jollies by the yards,  
And you'll win this game of salesmanship,  
Whoever deals the cards.



A fine installation of a "Chief Sentry" made for the Texas Company at their Tulsa Station, Tulsa, Okla.



Exterior view of the Columbia Steel Shafting Company, Carnegie, Pa. Their Engine Room is served by one of our 6F2 Oil Filtering and Circulating Systems.



Interior view of part of the Engine Room of the Columbia Steel Shafting Company, Carnegie, Pa. These powerful engines are served by one of our 6F2 Oil Filtering and Circulating Systems.



**NO, THAT WASN'T AN EARTHQUAKE—IT'S  
MERELY SAN FRANCISCO ELECTING ITS  
DIRECTOR TO THE CLUB**

**Mr. F. M. Kennedy, of the San Francisco District, Was  
Elected Director of the Pacemakers' Club on  
July 22, 1915, With a Total of 597  
Points to His Credit.**

**Director, July 22, 1915. Closed year with —  
Points.**

Mr. F. M. Kennedy is one of the younger Bowser Salesmen, both in years and length of service in the organization. He entered our employ October 11, 1914. Before that time he was selling life insurance and fruit jars.

Mr. Kennedy is a great salesman to secure business on the first call. He makes a "whirlwind demonstration," closes the order quick, carries the prospect right off his feet, but unlike some high pressure salesmen, his orders always stick. He prefers work in the country, away from the railroad.

We congratulate you, Mr. Kennedy, on your entrance into the Club as Director and assure you that the honor is all the more great in view of beating out such veterans as Messrs. Klotz, Bird, Laughrey, etc. If you'd work every day from now on, as hard as you have worked in achieving this result, there isn't a question but what you would be a tablet cutter. Here's hoping that you will accomplish this additional honor.

**CHICAGOS' DELEGATION INCREASES ITS  
MEMBERSHIP BY ONE**

**Mr. R. T. Lawrence, of the Chicago District, Was  
Elected a Member of the Pacemakers' Club on  
July 28, 1915, With a Total of 508  
Points to His Credit**

**Pacemaker, September 19, 1913. Closed year with  
764 Points.**

**Pacemaker, May 22, 1914. Closed year with 1049  
Points.**

**Pacemaker, July 28, 1915. Closed year with —  
Points.**

Mr. Lawrence is one of these high-grade specialty salesmen who thinks success and achieves results. He joined the sales force February 24, 1913 and in less than seven months was elected a Pacemaker.

Mr. Lawrence belongs to that type of salesmen that when they have won the objective goal, immediately fasten their eyes on a higher point, take a long breath and start again. It wouldn't surprise the Editor to find Mr. Lawrence's name on the Bronze

Mr. R. T. Lawrence

Tablet again this year. Here's hoping that this will be the case.

Once more, Mr. Lawrence, we want to congratulate you on your admittance into the Club. We hope that the honor of being a tablet cutter will be once more yours this year. Again we congratulate you on your achievement.

Baron Von Heintze or "Max," as he is known to his friends in Louisville, Ky., recently sent in a daily Report recording three sales and netting him about thirty points. And all this business was taken on a Saturday.

"Max" may be a Baron, but he didn't have a baron day. Congratulations on your progress toward being a Pacemaker.

**MANAGER E. J. LITTLE OF THE FORT WAYNE  
SALES DISTRICT, WEARS A SMILE FROM  
EAR TO EAR AS HIS DELEGATION GROWS.**

**Mr. W. A. Merrill, of the Fort Wayne District, Was  
Elected a Member of the Pacemakers' Club on  
July 22nd, With a Total of 597  
Points to His Credit**

**Pacemaker, July 22, 1915. Closed year with —  
Points.**

Just why Mr. Merrill was not a Pacemaker last year is a question the Editor cannot solve. If there ever was a keen, sensible Bowser salesman, Mr. Merrill is the man. When he is put on a proposition he goes to see the prospect with the idea of making a sale and he will do everything right that will tend to that end, with the result that nine cases out of ten he will walk home with the order.



Now that Mr. Merrill has his territory organized you may expect to see his name among the Pacemakers from this on. He is of the type of man that makes friends slowly but surely and when he sells a prospect his customer is a loyal and enthusiastic Bowser booster.

Here's more power to you, Mr. Merrill, and may we have the opportunity of congratulating you many years as a successful Bowser Salesman. The latch string is out any time you are in the neighborhood of the Editor's Office.

**THE "EMPIRE STATE" ADDS ANOTHER MEM-  
BER TO THE PACEMAKERS' CLUB**

**Mr. F. W. Devereux, of the Albany District, Was  
Elected a Member of the Pacemakers' Club  
on July 21, 1915, With a Total of 502  
Points to His Credit.**

**Pacemaker, November 27, 1912. Closed year with  
521 Points.**

**Pacemaker, October 9, 1913. Closed year with 589  
Points.**

**Pacemaker, October 7, 1914. Closed year with 580  
Points.**

**Pacemaker, July 21, 1915. Closed year with —  
Points.**

As you will note by Mr. Devereux's record, this is the fourth consecutive year that he has been a Pacemaker. Mr. Devereux is a veteran in the Bowser Sales Organization and always has been a consistent, persistent prize winner. He came with us on May 1st, 1908.



Mr. F. W. Devereux

Mr. Devereux never loses an opportunity to study the line and opportunity of applying it wherever oil is used in his district. He believes in keeping everlastingly at it and once he is convinced that a prospect needs the equipment, he is never satisfied until that prospect is a customer. It is this thorough belief in the goods and his own ability, backed by a thorough knowledge of the line, that enables him to be a Pacemaker in the same territory, year after year.

Congratulations, Mr. Devereux, on your success this year and may you be a repeater for the fifth time next year.

There are still a few of the boys who have not sent us their photographs. You men who neglect this are the biggest losers, although we both are handicapped by your failure to comply with the request of Mr. Murray and the Editor.

## ANOTHER FIRE TEST

The following clipping taken from the Springfield (Mass.) "Republican" of May 13th, describes a recent fire which destroyed the garage connected with the Aspinwall Hotel at Lenox, Mass.

The half-tone shows the Cut 121 Portable Wheel Tank after going through this hot fire. There was absolutely no explosion and the tank came through intact.

### BIG LENOX GARAGE FIRE

#### AUTOS AND 20 CARRIAGES BURN

**Back Fire on Truck Causes Explosion That Brings \$12,000 Loss in 20 Minutes.**

Two steel-covered buildings about 100 by 100 feet, forming the garage at Hotel Aspinwall at Lenox, were burned yesterday with their contents, causing a total damage of \$12,000. The buildings and contents were insured for about \$10,000. Just before 6 o'clock last night, while Patrick Morrison, driver of the big Packard truck for the hotel, was maneuvering the truck into the garage to bring it upon the wash stand, the engine of the truck back-fired. This was followed by an explosion of the gasoline tank on the truck, the back-fire having followed up a leak in the tank. As the truck's gasoline tank exploded, it threw flames over 20 carriages and other vehicles in the garage and they took fire and were burned. There were also a seven-passenger Packard automobile, a five-passenger Packard automobile and a five-passenger Packard automobile.

## GASOLENE DANGERS POINTED OUT BY STATE FIRE MARSHAL OF PENNSYLVANIA

Gasolene is one of the most common fire hazards found among the general store, hardware stores and industrial establishments. Nothing is thought of storing 50 to 100 gallons of gasoline in a metal tank in the basement or outside of a building. It is a common thing nowadays, and we come in contact with it continually. In doing this a man is not only taking chances for the destruction of property, but also for loss of life.



THEIR EXPLOSIVE FORCE IS THE SAME

Gasolene throws off an explosive vapor constantly even at low temperature.

Five gallons of gasoline will generate 8,000 cubic feet of gas, which, when ignited, expands to 4,800 times this space. The explosive force in one gallon of gasoline properly mixed with air and compressed is equal to 82½ pounds of dynamite. This means that if you have 100 gallons of gasoline on hand you are storing the equivalent in explosive force of 8,366 pounds of dynamite. Dynamite will only explode from two or three causes, which may be easily guarded against, and which must occur in its immediate vicinity.

The vapor from gasoline is heavier than air. It settles to the floor and runs along the same much as a stream of water would, only that it is an invisible stream. The vapor will settle and remain in depressions or under the floor for days and even weeks unless disturbed by a circulation of air. A spark will cause the accumulated vapor to explode. This spark does not necessarily have to come from a lighted fire, but may occur from a person striking a nail in his shoe on a nail in the floor, or other similar unavoidable causes. Under a certain atmospheric condition spontaneous combustion will also occur in this accumulated vapor. The silent and invisible creeping of this vapor from place to place, awaiting favorable conditions to strike the blow that means loss of life and property is a terrific thing to think of.

It is past understanding, in view of these facts, that merchants with their entire capital invested in business will give so little thought to safe-guarding their interests. Knowing a building to be heated by stoves or furnaces in the basement, they will at night lock up this explosive in a warehouse or building adjacent to or connected with the store or factory. After locking up fire and this explosive vapor together they will in effect wager their entire investment against the merely nominal expense of fireproof, evaporation proof, vented storage tanks, which would prevent this vapor and fire getting together.

Kerosene and oils of other kinds are not as dangerous as gasoline, but are, nevertheless, dangerous and should be stored with just as much care and handling in the same way. Especially is this danger true of linseed oil, paint oils and turpentine.

The careless disposition of rubbish and oily rags



WHAT A LITTLE GASOLENE VAPOR MAY DO



The Union Motor Car Co.'s Garage, Nashville, Tenn., was totally destroyed by fire on the night of July 3rd. Our 5-bbl. Cut 41 and two Cut 63's came through this disastrous fire without discredit in any way. The Cut 41 pump and the gasoline were intact, although in the hottest part of the fire. The two Cut 63's had the pump broken off by a fall of heavy timber. Over 200 gallons of gasoline were pumped from the tank in perfect condition after the ruins had cooled down, and this in spite of the fact that the heat was hot enough to melt the nozzle of the pump. Heedless to say, this firm are ardent Bowser supporters.

Salesman D. A. Howard, of the Albany District, certainly exercised his ingenuity when he sold the Piedmont church at Worcester, Mass, a Gasolene Outfit.

is another common occurrence which is keeping the fire waste up and consequently insurance rates. The alleys, byways and basements of buildings in some of the leading cities of Pennsylvania have been found to be in a condition that is beyond description. Oily rags will produce spontaneous combustion and should always be kept in closed metallic receptacles. Many instances can be cited where great destruction of property has been wrought by fire starting through the spontaneous combustion of oily rags left lying in some obscure corner.—J. L. Baldwin, Fire Marshal of the State of Pennsylvania, in Fire Prevention News.



OILY RAGS WILL PRODUCE SPONTANEOUS COMBUSTION

#### Fatalities in Wisconsin.

Louis F. Meyers, State Supervisor of Inspectors of Illuminating Oil in Wisconsin, in issuing his annual reports for 1914 points out the number of fatalities in his state due to accidents resulting from the use of petroleum products.

He says: "During 1914 twenty five persons have been killed and ninety-seven injured, compared with thirty killed and ninety-five injured the previous year, in handling petroleum. More deaths were caused by starting fires with oil and gasoline than any other way. However, the total number of deaths caused in this manner—eight—is but one-half of the total during the previous year. The number of injured in this type of accidents was reduced from 28 to 19 in 1914. At the same time the fact that 27 persons were killed or burned in accidents resulting from pouring kerosene or gasoline on fires illustrates the danger incident to this too common practice.

"Carelessness in the use of petroleum products caused the loss of five lives and the injury of twenty-seven. The ignition and explosion of kerosene and gasoline caused the injury of thirty-four and death of six persons. Accidents resulting from all other causes, including the overturning and explosion of lamps, defective stoves and backfiring of gasoline engines, caused the injury of seventeen and the death of six persons.

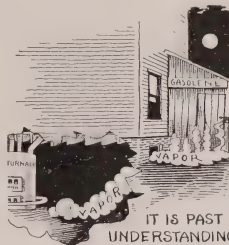
"Greater care must be used in the handling of gasoline by the public if the annual loss of life and property is to be curtailed. The public does not seem to realize that gasoline in the liquid form is not half as dangerous as is gasoline gas. Frequently we find gasoline permitted to stand exposed to the air in an open vessel, apparently in the belief that there is no danger if a flame is not brought close to the liquid. Just the reverse is true, for the gasoline constantly vaporizes under these circumstances and the released vapor forms with the air a highly explosive mixture. This mixture is a constant source of danger, not alone because of its high explosiveness, but also because its presence is seldom suspected. It is invisible and seldom discovered through the sense of smell, for gasoline vapor is heavier than air, and sinks to the floor, where it may remain for hours or even days, during which time a dropped match or spark will prove sufficient to cause a terrific explosion with the loss of innocent lives and much property.



ONE OF THE MOST COMMON FIRE HAZARDS

"It has been the aim of the department to educate the public in every possible manner in order to pre-

vent such accidents. The red can law has been rigidly enforced and many faulty storage systems have been improved. The need of extreme care has constantly been impressed on the oil dealers and the public, with the result that only seventeen persons were injured or killed through the careless handling of gasoline, although more than half a million barrels of gasoline were used in the state. In other words, more than 30,000 barrels of gasoline were used for each person injured or killed. This ratio is still too high. It indicates that the department



IT IS PAST UNDERSTANDING

must continue its efforts to educate the public to the realization that extreme caution must always be used in handling gasoline."

During 1914, 991,964 barrels were inspected as against 900,513 in 1913, 770,663 in 1912, 681,802 in 1911, 577,397 in 1910, 314,632 in 1909, 316,120 in 1908, 316,114 in 1907, 304,322 in 1906, and 289,715 in 1905, showing that the oil business in the state has increased nearly 300 per cent. in the past ten years. The revenue collected by the department in 1914 amounted to \$99,196.



A representative installation of our "Red Sentry" made by Salesman F. H. Richardson, of the Albany District, for Hall Brothers, Concord, New Hampshire.

### The LINK-WAY OIL COMPANY

INDEPENDENT.

Telephone Greeley 999

A. B. KENYON, Pres.

Fifth Street and Eighth Avenue

Greeley, Colorado, March 26, 1915.

To the Public of Greeley and Vicinity:

I have recently opened an Oil Supply Station at the corner of Fifth street and Eighth Avenue. This station is modern in every respect, being equipped with the latest Bowser pump and tank system, with a 10,000 gallon storage capacity. At all times I will carry a complete line of highest grade oils. My gasoline being filtered and 63 test. Water White Coal Oil, the best that money can buy. The best Lubricating Oils and greases for all classes of Automobiles and other machinery. Harness Oil and Axle Grease of superior quality. By taking advantage of my coupon book you can buy your gasoline in any quantity at 15 cents per gallon. Coupons good for all oils. The automobile trade will find every convenience and courteous treatment awaiting them.

I respectfully invite you to inspect the station at all times. May I have your oil trade?

Respectfully,

### THE LINK-WAY OIL COMPANY

A. B. KENYON, Pres.

Greeley, Colorado

The above advertisement is taken from one of the March issues of the Greeley, Colorado daily paper and is self-explanatory.



# Branch Office Standing

31st Week Ending August 7th, 1915

## Senior Offices

## Junior Offices

1. FORT WAYNE.....	E. J. Little, Mgr.
2. ALBANY.....	W. M. Mann, Mgr.
3. CHICAGO.....	T. D. Kingsley, Mgr.
4. SAN FRANCISCO.....	D. S. Johnson, Mgr.
5. DALLAS.....	B. L. Prince, Acting Mgr.
6. HARRISBURG.....	R. S. Colwell, Mgr.
7. ST. LOUIS.....	G. H. Hastings, Mgr.
8. TORONTO.....	W. R. Hance, Canadian Mgr.
9. ATLANTA.....	W. H. Brown, Mgr.

1. DENVER.....	C. C. Barnett, Supt.
2. WASHINGTON.....	A. W. Dorsch, Supt.
3. NEW YORK.....	H. C. Carpenter, Supt.
4. LOUISVILLE.....	E. J. Gallmeyer, Supt.
5. PHILADELPHIA.....	I. L. Walker, Supt.

Mr. E. J. Little, of the Fort Wayne Sales, called the Editor on the telephone the other day and stated:

"I have decided that there is no contest for the cup. I am now preparing my speech for acceptance and there is no need of saying anything further. I thought at one time we would have to fight to retain our leadership but am satisfied now that it was all bluff."

Now men what are you going to do about a statement of this kind?

The Editor is forced to remark, apropos of Mr. Little's statement, that from what he has overheard from the two Junior leaders it's a "toss-up" who wins. In the meantime the other three ask us to watch their "smoke." Roy says they are just about getting started, while "H. C." and Ernie are taking notches in their belts for the purpose of overhauling the leaders.

## Standing of Forty High Men, August 11, 1915

1. W. V. Crandall.....	San Francisco	15. F. W. Devereux.....	Albany	27. G. P. Stovall.....	Washington
2. R. T. Lawrence.....	Chicago	16. E. J. Murphy.....	Toronto	28. R. D. Leonard.....	Harrisburg
3. W. B. Stamford.....	Eng. Sales	17. F. M. Kennedy.....	San Francisco	29. W. H. Pritchett.....	Fort Wayne
4. C. R. Eggleston.....	Albany	18. S. F. Taylor.....	Eng. Sales	30. F. H. Richardson.....	Albany
5. G. H. Reuben.....	San Francisco	19. J. J. Manning.....	Chicago	31. C. J. Rogers.....	Chicago
6. R. Coddington.....	Denver	20. W. A. Merrill.....	Fort Wayne	32. P. W. Lawther.....	Dallas
7. R. G. Fisher.....	Denver	21. C. C. Fredericks.....	St. Louis	33. R. E. Clement.....	Chicago
8. H. A. Leonard.....	Chicago	22. N. A. Ring.....	Albany	34. W. M. Booker.....	Philadelphia
9. R. S. Johnson.....	Eng. Sales	23. J. J. Connelly.....	Eng. Sales	35. G. W. Allen.....	Chicago
10. A. E. Darling.....	Chicago	24. N. Mattingly.....	Chicago	36. G. W. Scott.....	New York
11. A. G. Hartgen.....	Harrisburg	25. R. W. Jewel.....	Denver	37. J. C. White.....	Dallas
12. E. L. Milliron.....	Eng. Sales	26. R. H. Ladd.....	New York	38. G. W. Elliott.....	Albany
13. H. A. Vortigern.....	Philadelphia			39. J. G. Roberts.....	Albany
14. L. W. Cheney.....	Fort Wayne			40. H. D. Murdock.....	Chicago

## Five High Men (Not Pacemakers) by points in each District August 10, 1915 (Districts Listed Alphabetically)

ALBANY	DALLAS	FORT WAYNE	NEW YORK	SAN FRANCISCO
1. F. H. Richardson	1. P. W. Lawford	1. W. H. Pritchett	1. W. H. Ladd	1. F. M. Kennedy
2. G. W. Elliott	2. W. W. Ince	2. W. J. Bates	2. G. W. Scott	2. J. F. Arnold
3. J. G. Roberts	3. J. M. Tucker	3. J. O. McCracken	3. H. Daigard	3. E. Bird
4. S. A. Collins	4. R. L. Matthews	4. I. M. Camden	4. F. H. Peeples	4. W. B. Jamison
5. S. Roberts	5. Ed. Hans	5. T. C. Potts	5. F. H. Libbey	5. E. F. English
ATLANTA	DENVER	HARRISBURG	PHILADELPHIA	TORONTO
1. H. T. Purdy	1. R. W. Jewel	1. R. D. Leonard	1. H. A. Vortigern	1. E. J. Murphy
2. M. Bedingfield	2. J. F. Yonckrembse	2. J. M. Prigg	2. W. B. Booker	2. T. H. Rhodes
3. L. P. Cox	3. A. M. Lucas	3. C. P. Law	3. J. P. O'Neill	3. J. W. Merickel
4. R. W. Maxey	4. F. H. Kilver	4. W. B. Offerle	4. W. J. McKeon	4. N. Paquette
5. E. B. Bachman	5. H. U. Earle	5. M. A. DeSousa		5. H. M. Flicker
CHICAGO	ENG. SALES	LOUISVILLE	ST. LOUIS	WASHINGTON
1. A. E. Darling	1. W. B. Stamford	1. Max Heintze	1. W. E. Tousley	1. D. W. Darden
2. G. W. Allen	2. E. L. Milliron	2. D. Moore	2. C. C. Fredericks	2. T. H. Gibbons
3. N. Mattingly	3. J. J. Connelly	3. C. W. Wilson	3. W. C. Sutton	3. E. Bell
4. C. J. Rogers	4. S. F. Taylor	4. J. W. Dickason	4. J. F. Goran	4. W. S. Stoner
5. R. E. Clement	5. W. A. Armstrong	5. W. V. Wheeler	5. G. P. Dickey	5. A. L. Corbin

We are reliably informed that a "Red Chief" Cut 101, installed in a Filling Station in Los Angeles, has pumped to date, 1,000,000 gallons of gasoline during its year and three-quarters service.

The Filling Station has not spent one cent on repairs, the pump itself shows absolutely no signs of wear, and the Company operating the pump states that the outfit measures as accurately today as it did in the start and they had in all this time, failed to find any inaccuracy whatever.

This is only one of thousands of such cases of durability and should prove conclusively to the most skeptical that Quality pays and it isn't a question of the first cost, but what the outfit will do when in actual service.

From August 2nd until the 7th, the Home office has been very busy assisting the Managers during their midsummer Convention. It has been a most profitable week for the Company and all concerned. The enthusiastic harmony evidenced by the Managers, who reflect individually the collective spirit in their Districts, augers well for future business.

We regret to learn of the passing on of Mr. J. J. Cassidy's father at Fitchburg, Mass. We extend our heartfelt sympathies to you, "J. J." in your present bereavement.

\* \* \*

"Yesterday we sent "Billy" Sutton, of the St. Louis District, on a special trip to ——— to try for an order from a new garage recently opened there. He got the order, which he rarely fails to do, and also sold the storekeeper who had informed us that he would not put in a gasoline outfit on account of this new garage. To fill in the day he went over to ———, a nearby town, and sold two garages there a "Red Sentry" each.

"The result of the day's work is three four-barrel Red Sentries and a two-barrel Cut 125 to the storekeeper who did not want to handle gasoline. We call this a good day's work."



## A New England Yankee Gentleman whose Knowledge of the Line Has Smoothed a Few Rough Roads for the Company

### MR. D. A. COREY, Executive Engineer

Mr. D. A. Corey, Executive Engineer, is another type of successful Bowser salesman who has carried a grip but now occupies a very important executive position in the Company. Mr. Corey traveled for the Company out of the Boston office in 1904. His work was of very high character and showed so plainly "the man behind it" that Mr. Polhamus brought him into the Boston Office to help Mr. Savercool during the vacation period.

He made himself so useful there that he soon became assistant to Mr. Savercool, and finally on Jan. 1, 1906, Manager of the Boston Office. Soon after that he was brought to the Home Office to develop the Factory Sales. He assumed charge of this important branch of the work until he was made General Sales Manager.

The Factory Sales with which he was very familiar was rapidly developing and in order to give closer attention to it he again took entire charge of it, the

name of which then changed to the Engineering Sales.

So many engineering problems arose in connection with the work which only Mr. Corey understood that finally he had to leave the selling end of the proposition entirely to other men and devote his time to assisting in solving these engineering problems, and therefore, was made Executive Engineer. In this position he has under him all of the Engineering Department, the Service Department and is also now handling our patents and all that that work involves.

However, he is by no means altogether inactive when it comes down to sales work. When a big engineering deal needs closing, and he is requested to do so he quietly throws the necessary weight to assist the Sales Department in closing the deal. He is a fine salesman and no deal is too big for him to handle.

---

An egotist is a man who thinks if he hadn't been born people would have wanted to know why not.

Buyer (to Guy Wohlford)—No, no; nothing at all, thanks. We're overstocked now.

Wohlford—Very well; but won't you just look at my model?

Buyer—Not a bit of good. Too busy!

Wohlford—Well, then, look here! Do you mind if I take the blessed thing out and look at it myself. I haven't seen it for three weeks.—Angola Breeze.

Salesman R. L. Matthews, of the Dallas District, is now a benedict, having been married the first week in July. Mrs. Matthews has assured Mr. Prince that "Uncle Bob" will make an early entrance into the Pacemakers' Club from now on.

### A WISE GUIDE

"Is that a man or a deer in that thicket?" said the "Old Man."

"I guess its safe to call it a deer," said Dunkelberg. "If it had been a man he would have taken a shot at us by this time."

## Junior Offices

## Senior Offices

**BOWSER**  
OIL TANKS PUMPS STORAGE SYSTEMS  
**S.F. BOWSER & CO., INC.**

Mr. S. F. Bowser,  
Fort Wayne, Ind.  
Denver, Col., August, 1915.

Yes, the cup is delightfully and personally and family and greatly located on Pike's Peak. What we have to say.

*W. J. Bennett*  
District Mgr.

**BOWSER**  
OIL TANKS PUMPS STORAGE SYSTEMS  
**S.F. BOWSER & CO., INC.**

Mr. S. F. Bowser,  
Fort Wayne, Ind.  
Washington, D. C., Aug., 1915.

We have made elaborate preparations to receive the cup when it comes to us from Denver. Come and help us celebrate.

*A. W. Dorsch*  
District Supt.

**BOWSER**  
OIL TANKS PUMPS STORAGE SYSTEMS  
**S.F. BOWSER & CO., INC.**

Mr. S. F. Bowser,  
Fort Wayne, Ind.  
New York, N. Y., August, 1915.

In order to allay any fears, I write to say that the cup will be ours when the contest closes.

Sincerely,  
*W. J. Bennett*  
District Supt.

**BOWSER**  
OIL TANKS PUMPS STORAGE SYSTEMS  
**S.F. BOWSER & CO., INC.**

Mr. S. F. Bowser,  
Fort Wayne, Ind.  
Louisville, Ky., August, 1915.

The Blue Grass scenery will be brightened wonderfully when the cup comes to us in January, 1916.

With assurance,  
*W. J. Bennett*  
District Manager.

**BOWSER**  
OIL TANKS PUMPS STORAGE SYSTEMS  
**S.F. BOWSER & CO., INC.**

Mr. S. F. Bowser,  
Fort Wayne, Ind.  
Philadelphia, August, 1915.

Confidentially, we will win the Loving Cup from Denver this year.

*W. J. Bennett*  
District Supt.

**BOWSER**  
OIL TANKS PUMPS STORAGE SYSTEMS  
**S.F. BOWSER & CO., INC.**

Mr. S. F. Bowser,  
Fort Wayne, Ind.  
Chicago, Ill., August, 1915.

There's no danger that anyone will take the cup away from us this year. We have oiled it in glass to make it non-conductive.

Yours to hang onto it,  
*J. S. Kinsey*  
District Manager.

**BOWSER**  
OIL TANKS PUMPS STORAGE SYSTEMS  
**S.F. BOWSER & CO., INC.**

Mr. S. F. Bowser,  
Fort Wayne, Ind.  
Fort Wayne, Ind., August, 1915.

The reception of the cup at the Home office will be an event long to be remembered. Would suggest a banquet and a speech by President Wilson.

*J. S. Kinsey*  
District Manager.

**BOWSER**  
OIL TANKS PUMPS STORAGE SYSTEMS  
**S.F. BOWSER & CO., INC.**

Mr. S. F. Bowser,  
Fort Wayne, Ind.  
Albany, N. Y., August, 1915.

We have a special table made on which to show the cup when it comes to us from Chicago.

Confidentially,  
*W. J. Bennett*  
District Manager.

**BOWSER**  
OIL TANKS PUMPS STORAGE SYSTEMS  
**S.F. BOWSER & CO., INC.**

Mr. S. F. Bowser,  
Fort Wayne, Ind.  
San Francisco, August, 1915.

Plans are completed for an elaborate blowout when the cup is brought here from Chicago (similar to ovation given to Liberty Bell).

*W. J. Bennett*  
District Mgr.

**BOWSER**  
OIL TANKS PUMPS STORAGE SYSTEMS  
**S.F. BOWSER & CO., INC.**

S. F. Bowser,  
Fort Wayne, Ind.  
Dallas, Texas, August, 1915.

That cup will come to Dallas if I have to bust a nail!

*W. J. Bennett*  
Acting District Manager.

**BOWSER**  
OIL TANKS PUMPS STORAGE SYSTEMS  
**S.F. BOWSER & CO., INC.**

S. F. Bowser,  
Fort Wayne, Ind.  
Harrisburg, August, 1915.

Harrisburg will turn out with big parade and nine brass bands when cup comes to us.

*W. J. Bennett*  
District Mgr.

**BOWSER**  
OIL TANKS PUMPS STORAGE SYSTEMS  
**S.F. BOWSER & CO., INC.**

Mr. S. F. Bowser,  
Fort Wayne, Ind.  
St. Louis, Mo., August, 1915.

Yes, the cup is an assured thing for St. Louis.

Yours decisively,  
*W. J. Bennett*  
Manager.

**BOWSER**  
OIL TANKS PUMPS STORAGE SYSTEMS  
**S.F. BOWSER & CO., INC.**

Mr. S. F. Bowser,  
Fort Wayne, Ind.  
Toronto, August, 1915.

The Lord Mayor has arranged to make a speech on the occasion of our celebration when the cup comes to us from Chicago.

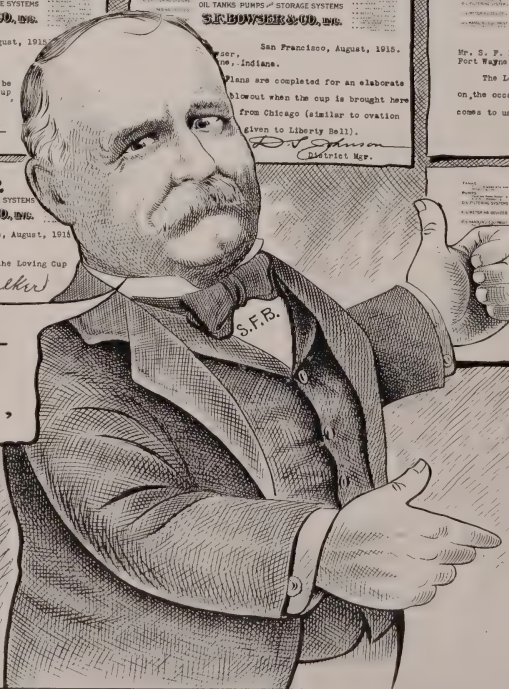
Everybody happy.  
*W. J. Bennett*  
Consulting Manager.

**BOWSER**  
OIL TANKS PUMPS STORAGE SYSTEMS  
**S.F. BOWSER & CO., INC.**

Mr. S. F. Bowser,  
Fort Wayne, Ind.  
Atlanta, Ga., August, 1915.

We are preparing a great ovation for the cup when it comes to us this time. Hope Chicago will peak it well so it won't get bent or broken or anything like that.

*W. J. Bennett*  
District Manager.





# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY

S. F. BOWSER & CO., Inc.

Edited by GEO. A. TOWNSEND

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS SALESMEN

Vol. XII

SEPTEMBER 1, 1915

No. 6

## LUBRICATING OIL BUSINESS

It's the easiest thing in the world to get in a rut. It's the exceptional man who can climb out when he knows he is in one.

You men on the "firing line" are members of the greatest Sales Organization in the world, barring none, and you don't want to get into a "specialty" rut. The writer is of the opinion that most of you could make success in selling Cut 63's alone. At any rate, there isn't one of you who cannot sell at least two of these a week.

Haven't you overlooked a good thing in your tremendous effort to sell the gasoline line? The lubricating oil line means success in every sense of the word and you ought to be getting your share of that business. When you sell a garage man gasoline equipment that's the time to sell him lubricating equipment.

As for the private garage, the writer knows from experience that he would rather have the lubricating oil equipment in his garage even in preference to the gasoline equipment. Lubricating oil costs more and is the very "life blood" of the car. It ought to be preserved and kept in Bowser Equipment and then you will know that if you have the right oil, rightly stored, you've got a "sweet" running motor and a pleasure car that gives you the minimum amount of trouble.

Just bear in mind the lubricating oil equipment, study your sales arguments and make a resolve to get your share of this most excellent business.

## IMAGINATION AND WORK

It takes imagination to sell Bowser Equipment just the same as it does to write a book, play, or anything else. The successful Bowser Salesman doesn't go along with his eyes on the ground. Neither does he look straight ahead. If he did, he would miss many a good sale which he makes by looking into the future and seeing business for his constituents in his territory.

We have an example in one of our successful Fort Wayne District Salesmen traveling in the State Michigan. He recently called upon a man who had a Cut 10 Outfit placed upon the sidewalk. This outfit had been in use for a number of years and the salesman endeavored to interest him in a Cut 241 Outfit as he saw possibilities in this location for a good gasoline business. This party would not hear to the proposition at all.

There was a lady, however, across the street who had recently opened an ice cream parlor. Mr. Allen went across the street and interviewed her, with the result that he left with an order for a 3-barrel Cut 241. Mr. Allen, the salesman, had initiative enough to see gasoline business there and at the same time an order for him.

Another prospect of Mr. Allen's owned a building which he rented out to different parties. With this building he had a small Cut 10 Outfit but there wasn't much gasoline business being done. This party became interested in a Cut 241 Outfit but contended that Bowser prices were high.

"Of course our prices are high and I am proud of it. If you're going to buy on Price we can't talk business, but if you want Quality, then you want Bowser and there are no two ways about it."

Just about this time the prospect looked at his watch and Mr. Allen noticed it was a standard works. This conversation followed:

"Mr. Clark, why did you buy a ——— watch?"

"Well, because it can be depended upon to keep accurate time."

"But why did you not buy a ———? It has the same number of wheels in it. Why will it not run just as well?"

"Well, I don't know. I suppose it's the quality of material and workmanship they put into it that makes it more dependable."

"That's just it exactly. Bowser Equipment is made of the highest quality, both as to material and workmanship."

Mr. Allen was forced to leave his prospect with the promise of an interview for the following week. When he returned his prospect was ready to see him.

Mr. Allen noticed that he had a small motor in his building and suggested to him that he get a tank and connect it with the motor and put in an air pressure system so as to supply his customers with free air,— put out the "Red Sentry" Pump, with the sign "Free Air."

The result was a nice order for a Cut 241 Outfit. Mr. Allen was not only selling a Bowser Pump, but he was selling his services and the services of Bowser & Company. He saw things and was able to offer suggestions to his prospect that were worth dollars and cents to him. Probably if he had not gone a little out of his way to give this service he would not have come away with the order as he did.

## AN ECHO

In the August 1st Boomer the Editor published an Editorial on "Persistency." He did not know who was the salesman that made the final sale but he did know that the facts were as written.

He was very glad to receive the following letter from Mr. W. G. Chandler, of the Atlanta Office, which substantiates all the statements made. It is as follows:

"Asheville, N. C., August 8, 1915.

Dear Mr. Townsend:—

I was naturally quite interested in the article on Page 23 of the August 1st Boomer from the fact that I was Salesman No. 3, as Mr. Colwell will tell you.

The account is correct in every detail, nothing being omitted except that I went some ten miles beyond Rocks to Mr. Ramsay's store at Delta, Pa., and had to drive back on the coldest day of last winter. The excellent dinner which Mrs. Ramsay gave me blotted out the memory of the cold drive and paved the way (excuse my mixed metaphors) for the nice order that followed.

I admit that I gained admittance to that ideal country home and store combined, by false pretense, knowing that Mr. Ramsay was mistaking me for my son who sells the Argo car; but I believe he never held it against me and will agree with me that the end justified the means.

Knowing his parents, I am not surprised that Mr. Robert E. Ramsay holds a good position, nor that Mr. Townsend found him interesting.

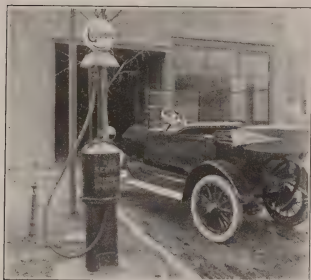
Will you kindly mail the copy of the Boomer referred to to Ramsay & Co., Rocks, Md., and oblige,

Yours very truly,

(Signed) WALTER G. CHANDLER."

## MODERN GEOGRAPHY

- Q. What is an oasis?
- A. A "Red Sentry" when you are out of gasoline.



Two "Red Sentry" installations at Salina, Kansas. These were made by Salesman M. Laupheimer.

S. J. Redford—Hi, come 'ere quick! Your Mary's fell in the pond!

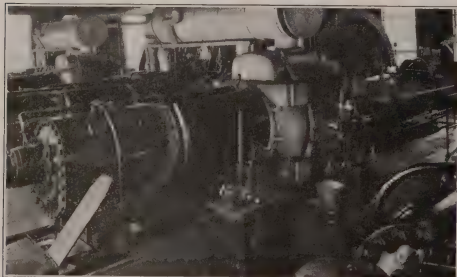
Farmer (excitedly)—What 'as?

Redford—Mary, your wife!

Farmer (relieved)—Mary! 'Ow you did give me a turn. I thought you said mare!



Exterior view of the four Power Houses of the Northwestern Ohio Natural Gas Co., Sugar Grove, Ohio. All of the engines, some natural gas and some steam, (totaling 12000 H. P.) are being served by one steam, (totaling 12000 H. P.) are being served by one 6F10 Bowser System. The Bowser System is located in a small building in the center of the group of Power Houses. These plants are also equipped with Bowser Cut 63's, 64's and Cut 95 outfits.



Interior view of one of the Power Houses of the Northwestern Ohio Natural Gas Co., Sugar Grove, Ohio. These engines are being served by a Bowser 6F10 Oil Filtration and Circulating System. Note also the Cut 63 and two Cut 95 Pumps in the foreground.



A good view of another one of the Power Plants of the Northwestern Ohio Natural Gas Co., Sugar Grove, Ohio. All of the engines of this plant, some natural and some steam, (totaling 12000 H. P.) are being served by a Bowser 6F10 Oil Filtration and Circulating System. There are in this Power House a number of Cut 63's, 64's and 95's.



Exterior view of Oil House of the Northwestern Ohio Natural Gas Co., Sugar Grove, Ohio, containing our Bowser 6F10 System. This system serves steam and natural gas engines totaling 12,000 H. P. as shown in the other pictures.



A good view of still another one of the Power Houses of the Northwestern Ohio Natural Gas Co., Sugar Grove, Ohio. All of these engines are being served by a Bowser 6F10 Oil Filtration and Circulating System. This plant is also equipped with Cut 63's, 64's and 95's.

#### WHY NOT JOIN FORCES?

The Mayor was discussing the sudden political union of two hostile camps.

"There is something weird about it," he said, "something ghastly and unreal. In fact, it reminds me of the insane asylum inmates."

"What brings you here?" an old inmate asked of a newcomer one morning at breakfast.

"Fits," was the reply. "I take fits."

"Why, so do I!" cried the other lunatic delightedly. "Come on out and we'll have one together.—The "Big Chief."

## A FINE INSTALLATION AT MILWAUKEE, OF A CUT 752 AND A BATTERY OF CUT 64'S

Salesman W. F. Eastman, of the Chicago District, since his taking up work in Milwaukee has steadily and persistently Bowserized that city.

One of the nice installations he has made is his order sold to the Standard Racine Rubber Company at one of their places of business, the Jefferson Oil Company, 479 Jefferson Street, Milwaukee.

The outfit has proven all and more than we claimed for it to the entire satisfaction of the purchaser. Since its installation it has averaged about 500 gallons of gasoline per day. The City Sealer has tested the Meter in every possible way that he could think of and put the City Seal for accuracy upon it.

The following letter from this firm is self-explanatory:

### STANDARD RACINE RUBBER COMPANY 465 MILWAUKEE STREET

Milwaukee, Wis., June 3, 1915.

S. F. Bowser & Co., Inc.,  
Fort Wayne, Indiana.  
Re-Jefferson Oil Co., Inc.

Gentlemen:—

Enclosed please find our check for \$—— to cover balance of charge for equipment installing your complete system in our place of business.

We are well pleased with your system of equipping a filling station and we believe we have one of the best and finest filling stations that can be installed. Your Mr. Eastman has carried his work out for us according to our contract and we are well pleased with the prompt service he has rendered for us.

Trusting that the enclosed check will be received by you in due time, we are,

Yours very truly,

STANDARD RACINE RUBBER COMPANY.

(Signed) By F. J. RAMLER,



The Battery of Cut 64's as installed for the Standard Racine Rubber Company, Milwaukee, Wisconsin.



The Cut 752 Remote Control Self-Registering Pipe Line Measure System as installed for the Standard Racine Rubber Company, Milwaukee, Wisconsin.



Exterior View of the Standard Racine Rubber Company's place of business, the Jefferson Oil Company, Milwaukee. Note the Cut 121 in addition to the equipment illustrated above, and Mr. Eastman, our Salesman, beside his car.

### JUST JOTTINGS

"Yes, sir, what Rockefeller, Carnegie and Morgan are to their business's, so am I to mine."

"Besides Mr. Blank, I have three other names—'Efficiency, Prosperity and Happiness.'"

All who use the Bowser System are efficient—efficiency brings prosperity and prosperity brings happiness!

### AN UNQUALIFIED RECOMMENDATION

#### PURITY OIL COMPANY 454 MONROE AVE.

Memphis, Tenn., June 4, 1915.

S. F. Bowser & Co., Inc.,  
St. Louis,  
Missouri.

Gentlemen:—

Allow me to thank you for your prompt service in replacing the pump part which I wrote you about.

I consider that kind of service one of the principal advantages of using BOWSER Equipment.

When I have installed this piece and the new "CHIEF SENTRY" Pump I will consider myself well equipped and would be pleased to have you inspect my plant on your visit here.

You may always refer prospects to my plant with the assurance that they will hear the truth about oil storage systems as I always have the time to boost "Bowser."

With best wishes,

Very truly yours,

(Signed) E. H. CANNON, JR.





A good view of our installation for Peters Bros. Auto Company, Houston, Texas, showing one of our Cut 63 Lubricating Outfits on casters. Our Cut 151 Wheel Tank would have served the purpose much better. This is a reminder to you boys when selling lubricating tanks to garages, to remember the Cut 151.

#### THE BOWSER SALESMAN'S EVENING PRAYER

I have endeavored this day to do my full duty. To be true to my firm, my line, my territory and myself. If I have failed in any of these things, let me sit down and learn the reason why. Help me tomorrow to correct these deficiencies if I have them and help me to each day be true to the trust and confidence placed in me by my firm and my friends. May I never be less a man than my friends think me, but may the standard which they have set for me spur me on to greater efforts.

May I ever so meet my trade that they will be glad when I return and pleased to favor me with business. May I have justice toward all and malice toward none, including myself. So help me to live each day that the following day may have more of goodness and happiness and less of regrets in store for me. I will then be worthy to be called one of that happy family where love and good will predominate.

"Is yo' comin' to pra'r meetin' tonight, Brud' Dinger?" inquired good old Parson Bagger.

"Well-uh, no, sah; I regin not," was the reply. "To tell de troof, pahson, I's aimin' to go to de minstrel show—done got a comperment'n'y ticket."

"Brud' Dinger, dar won't be no minstrel shows in heaven!"

"Den, if dat's de case, sah, I'm sho' gwine tonight, whilst muh ticket's good."—H. T. Purdy.

#### ANOTHER EVIDENCE OF THE FIRE-PROOF QUALITY OF OUR EQUIPMENT

M. F. BENNETT & SONS  
DEALERS IN

HARDWARE AND FARMING IMPLEMENTS

Greenwood, Delaware, April 12, 1915.

S. F. Bowser & Company,  
Ft. Wayne,  
Indiana.

Dear Sirs:—

This is a letter to state that the Bowser Gasoline Tank bought of you people was within ten feet of our large Hardware Store and dwelling at the time of the fire of July 23, 1914.

Now we had \$15,000 loss, had 90 gallons of gasoline in the tank and the box cover of the pump was burned off but it did not affect the pump in the least. Can't speak too highly of this outfit.

Yours respectfully,  
(Signed) M. F. BENNETT & SONS.

"What's this game you're trying to interuce into Crimson gulch," asked Broncho Bob.

"It's called pinochle," replied Roy Ford.

"Well, put it away. If some of the boys was to see all them aces comin out in the same deal they'd almost sure to get rattled an' start shootin'."

#### LETTER SHOWING APPRECIATION FOR SERVICE RENDERED

PUNXSUTAWNEY SPECIALTY & ACCESSORY COMPANY

AUTO TIRES AND MOTOR SUPPLIES OF ALL KINDS

Punxsutawney, Pa., June 29th, 1915.

The S. F. Bowser Company, Inc.,  
Harrisburg,  
Pennsylvania.

Gentlemen:—

The writer wishes to express, through you, to your representative, Mr. U. Grant Savage, his appreciation of the work he did here in putting through our Council an ordinance permitting us to install in front of our place of business, one of your "Red Sentry" Gasoline Filling Stations.

The Council having refused permission twice before, we felt it was useless to attempt it again, but Mr. Savage agreed to see each member of the Council personally and with his logical and persuasive presentation of the efficiency of the Bowser system of storage and handling gasoline, convinced them of their shortsightedness. At a meeting of the Council held last evening at which Mr. Savage attended, in a masterful and convincing talk he presented the merits of your equipment and when a vote was taken permission was granted by a vote of eleven to one. THANKS TO MR. SAVAGE'S WORK!

Please convey to him the writer's hearty appreciation of services rendered and wishing him and the S. F. Bowser Company much success, we remain,

PUNXSUTAWNEY SPECIALTY & ACCESSORY CO.

(Signed) Per JOHN G. HARLL  
Mgr.



Mr. M. B. Pfeiffer, of the Harrisburg District.

## What Equipment is Most Valuable?

Quebec Province Grocer Mentions Particularly a Self-Measuring Oil Pump and Dust Proof Display Bin Features—Other Fixtures of Value Include Meat Slicers, Silent Salesmen, Vegetable Display Stand and Refrigerators

**"W**HAT is the best piece of equipment you have in the store? Or, to put it another way, which piece of equipment do you think is giving you most service?"

This question was put to A. O. Galarneau, Point St. Charles, Montreal. He did not hesitate one moment. He thought his pumps for measuring oil and molasses had given him the best service of anything in the store. "There is no measuring necessary," he said, "and it is nice and clean. There is always trouble of some kind of other when you do not have a pump. This method is quick and clean. I have had it for fifteen years, and in that time it has paid for itself many times over."

### Display Fountain Valuable.

Another piece of equipment on which

says it is worth more than \$200 to him.

Speaking of the above, Mr. Galarneau said: "I have been reading in The Canadian Grocer that despite the fact that times were hard, grocers were able to buy expensive equipment. I thought I could do the same. We have felt the depression a little in this store, but not serious enough to prevent us buying a \$200 refrigerator."

### Values the Bin Fixtures.

The same question: "Which is your best piece of equipment?" was put to Nelson Lalonde, 361 Charlevoix street, Montreal. He immediately pointed to some bin fixtures which he had recently installed, and which made a marked con-

trast with the old fixtures on the other side. The difference is easily seen in the accompanying photograph. These were installed since the war broke out, and were also purchased through an advertisement in Canadian Grocer.

Mr. Lalonde said: "It is impossible to give an idea of how those bin fixtures assist me in my business, but everything helps that adds to the appearance of the store and saves the time of the clerks. I claim that the better the fixtures, the better the business. It makes a vast difference to the appearance of the store, and I only wish I could afford to install them throughout. They cost me \$600 laid down."

### PAID FOR ITSELF MANY TIMES OVER

The above cut reproducing part of an article as it appeared in the "Canada Grocer," Vol. 30, No. 29, issued July 16, 1915, is self-explanatory.

The outfit mentioned is a Bowser one-barrel Cut 1, shipped from Fort Wayne in 1901. There is little need of any further comment on our part after presenting these facts.

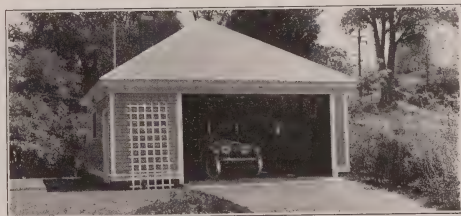
Extract from the Daily Report of Salesman L. B. Robinson, of the Dallas District:

"They wanted a Cut 116-A Pump only and 'lifted'em.'"

From a Cut 116-A Pump only to a ten point order is salesmanship pure and simple.



Private residence and garage of W. N. Snow, Banker, 50 Crescent St., Greenfield, Mass. One of the finest residences and most thoroughly Bowserized and equipped private garages in the city.



Franklin Allen's private garage, Greenfield, Miss. This picture does not bring out the beauties of this little garage. Chauffeur's quarters are nicely furnished, with private bath. It is equipped with Bowser Cut 125 with Filter, 2-Bbl. Type "C" Tank.



A nice installation on the Dixie Highway at Manchester, Tenn., made by Salesman R. D. Shannon, of the Atlanta District. You will note he is standing to the left of the Dixie Highway sign.

## THE "CELLARITES" MAKE A HOME RUN, ELECT- ING THEIR DIRECTOR TO THE PACE- MAKERS' CLUB.

Mr. H. T. Purdy, of the Atlanta District, Was Elected Director of the Pacemakers' Club on August 5th, With a Total of 593 Points to His Credit.

Director, August 14, 1912. Closed year with 750 Points.

Pacemaker, December 16, 1913. Closed year with 519 Points.

Pacemaker, December 14, 1914. Closed year with 528 Points.

Director, August 5, 1915. Closed year with — Points.

Mr. H. T. Purdy has been a Prize Winner so long in the Bowser Sales Organization that "the memory of man runneth not to the contrary."



Mr. H. T. Purdy

In the days of long ago, when the Bowser Factory was about as extensive as our present Machine Shop, Harry was one of the "High Six" although one of the youngest members of the sales force of sixty odd men. From that day to this he has always been among the winners.

Mr. Purdy is a thorough gentleman in all that the name implies and consequently is a representative Bowser salesman. A Convention without Mr. Purdy would be like a desert without its oasis. Quite and unobtruding, Mr. Purdy's presence is felt, however, through the strength of his personality when he has something to say it is well worth listening to.

Mr. Purdy, we congratulate you on your four-time admittance into the Facemakers' Club and let us hope that next year will see you, one of the old veterans in service, but not in years, leading the way.

## FROM THE "LONE STAR STATE" COMES AN- OTHER DIRECTOR TO THE PACE- MAKERS' CLUB

Mr. P. W. Lawther, of the Dallas District, Was Elected Director of the Pacemakers' Club on July 29th, With a Total of 589 Points to His Credit.

Director, September 4, 1913. Closed year with 625 Points.

Pacemaker, December 7, 1914. Closed year with 525 Points.

Director, July 29th, 1915. Closed year with — Points.

Mr. P. W. Lawther is a high type of a successful Bowser salesman. Owing to the fact that he did not



join our Sales Organization until October 5, 1912, he did not have time to make the Club that year. However, he had a flying start and made the Club the next year as the above record will show.

He has been very successful with our line in Louisiana and lately in Texas. Mr. Lawther is especially strong in selling Cooking Oil Equipment. He has the sales arguments on this equipment down to a "gnat's heel" and knows the need of his territory.

Mr. Lawther is the type of a salesman who is continually studying his proposition and new sales methods. He is always a little ahead of the times and considers Salesmanship the greatest profession of them all. It isn't any wonder that such a type of man should be a persistent winner in our organization.

Congratulations, Mr. Lawther, on your admittance into the Club. We hope that your example will be an incentive to the rest of the men and you will bring with you from Dallas a larger delegation than ever.

## A FEW (J. M.) TUCKERISMS

When in doubt—shut your mouth,  
Open your eyes, and think like—  
Well, think.

\* \* \*

Make every honest effort in your power to sell your own goods, and leave your competitor to his own devices.

\* \* \*

The man who isn't open to suggestions needs to have the distance between his temples enlarged. If this doesn't help you to make the enlargement, call on us and we will render whatever assistance necessary for the requirements.

\* \* \*

Luck means rising at 6 o'clock in the morning. Living on a dollar a day if you earn two. Minding your own business and not meddling with other people's.

Luck means opportunities you have never failed to grasp. The trains you have never failed to catch. Luck means trusting in God and your own resources.

\* \* \*

He has achieved SUCCESS who has lived well, laughed often and loved much; who has gained the respect of intelligent men, the trust of pure women and the love of little children; who has filled his niche and accomplished his task; who has left the world better than he found it, whether by an improved poppy, a perfect poem, or a rescued soul; who has never lacked appreciation of earth's beauty or failed to express it; who has LOOKED for the BEST in OTHERS and GIVEN THEM the BEST HE had; whose life was an inspiration, his memory a benediction.

Salesman R. D. Eckeberger, of the Dallas District, has the stuff that makes success. Recently he walked seven miles to a station where he could get a team to drive ten miles further to secure a 4½ point order.

I THOUGHT THE CUP RACE WAS GOING TO BE A CONTEST BUT EVIDENTLY THERE IS NOTHING TO IT. I AM PREPARING MY SPEECH OF ACCEPTANCE AND THANK YOU FOR YOUR ASSURANCE THAT I WILL GET IT





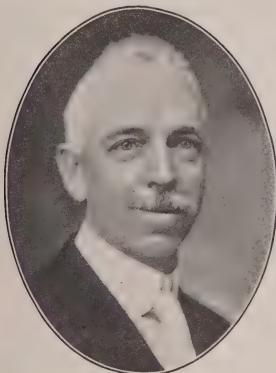
# Mr. A. Z. Polhamus

After Twenty-five Years of Most Active, Strenuous and Prominent Service with  
S. F. Bowser & Co., Inc. Mr. Polhamus Gives Up All Official  
Connection with the Company, Effective Sept. 1st.

"The heights by great men reached and kept,  
Were not attained by sudden flight,  
But they, while their companions slept,  
Were toiling upward in the night."

Longfellow.

With Mr. Polhamus' resignation as Chairman of the Executive Board, which position he has occupied since giving up the active duties as General Manager, over a year and a half ago, he has thrown off the last official tie in a business with which he has been closely and intimately connected for over a quarter of a century.



MR. A. Z. POLHAMUS

Ever since he has built his beautiful home "Treehaven," adjoining the city limits, he has been greatly interested in horticulture, especially in the raising of small fruits. All the spare time he could snatch from office work was devoted to this hobby.

His severance of all official connection with the Company may be a surprise to a very few, but to a close student of the trend of events it will be seen to be only the consummation of a plan begun by Mr. Polhamus sometime back. Now that the affairs of the Company are in such shape as to permit his complete withdrawal, he seized the opportunity to resign and be free to follow his own inclinations. However, Mr. Polhamus continues his financial interest in the firm.

When Mr. Polhamus started with the Company, February 1st, 1891, he became Mr. Bowser's assistant. There were hardly a baker's dozen in the combined Office and Factory Force. Mr. Bowser at that time was everything and as the salesmen needed more supervision than he could possibly give, Mr. Polhamus took up that work in connection with many other duties. Being a machinist by trade, having served his apprenticeship in the Pennsylvania Railroad Shops, this mechanical training was of great assistance in advancing the work in the factory.

From the very first, up until the day of his resignation, he was always a most willing worker. In the early days of the Company, when there were only a handful to do the work, it didn't matter what task was before him he cheerfully turned his hand to do it, even to sweeping out the office and washing the windows.

Through intimate association with Mr. Bowser, he absorbed the fundamental principles of the business and then, with an unquestioned loyalty, shaped his own ideas so that the amalgamation with Mr. Bowser's was for the ever increasing betterment of the Company. His diligence and intelligent application in studying and assisting in solving many of the Company's problems, paved the way for his steady advancement. When the firm was incorporated in 1898 he became one of the stockholders, a director of the Company and later its Secretary-Treasurer. From the bottom of the ladder to the topmost round is his business record in a nutshell.

As the Company grew other men were added to the force. In 1899, for example, Mr. C. A. Dunkelberg, Treasurer, and Mr. S. B. Bechtel, the "Big Chief," our General Manager, became actively engaged in the business, and later Mr. W. G. Zahrt, our Assistant General Manager joined the Company. All of these men began as did Mr. Polhamus, in minor positions, and through study, application and diligence in reflecting the true policies of the Company, rose to the advanced positions they now hold.

In April, 1904, Mr. Polhamus was appointed General Manager. During his long service in that position his ability in handling salesmen; his personal, friendly interest in each one of the men in the organization; his ready accessibility; his broad-minded judgment; his loyalty to the principles and policies of the Company; his Christianly example in word and deed; all left a permanent mark in the organization whose beneficial influence will be felt even in the years to come.

Time and space will not permit us to record the high tribute paid Mr. Polhamus by Mr. Bowser. However, it is a pleasure to Mr. Bowser, his former business associates, and warm personal friends, to know that his final severance from an official position in the Company leaves him all the more accessible at his hospitable home, "Treehaven."



"Treehaven," the beautiful home of Mr. Polhamus close to Fort Wayne, Ind.

THE VALUE OF CONSISTENT WORK, BY W. A. MERRILL, OF THE FT. WAYNE DISTRICT

**Editor's Note:**—Now that Mr. Merrill is a Pacemaker we reproduce this paper which he prepared last January. He has proven by his achievement that he takes is own medicine and therefore his remarks are well worth studying.

"Mr. Townsend, I wish to state frankly, that I am uncertain as to whether this subject was given to me because of the inconsistency of my own past performances, the realization of which you hoped to call to my attention in this delicate manner without unduly hurting my very sensitive feelings, or if you really thought I might be able to throw a little light or emphasis upon this most important subject.

"I have been told that the percentage of successful Bowser Salesmen is small in comparison with the number of men serving in this capacity.

"There are many reasons for the failure of this large percentage, but ineffectual planning of the work on the territory assigned is the chief cause of the inefficiency of those who fail. It is an individual problem in every case.

"This word inefficiency covers a wide range of human frailties and characteristics, especially when considered in connection with specialty salesmanship.

#### PUBLIC TASTE AND DEMAND

"In the sale of a staple article, the salesman covers a certain territory regularly in a pre-arranged fashion, with route sheets carefully worked out for him. His goods are in demand. As a salesman he cannot increase or diminish the consumption beyond the ability of his customer to move his stock through the regular channels of trade.

"Public taste and demand moves his goods regardless of the personal habits, appearance or ability of the salesman. He is in reality a sort of stem winding toy, doing his mechanical stunt in a mechanical way—an order taker. His work is like carrying hay to a horse. He runs mechanically for a certain time until by accident, or intent, he is allowed to run down. No further pleasure is to be had in him. The public palate refuses to be further tickled by his line until his employer changes the 'dope' for him.

"The public will no longer eat oatmeal mush, but demand the delicately tinted, delicious tasting breakfast biscuit which melts in the mouth, and trickling down the throat without effort to the stomach, it causes indigestion or appendicitis if the patient can afford it. The 'boss' furnishes the new 'dope' and the mechanical toy is again wound up and put back into action, together with his co-worker, the surgeon.

"It takes no professional 'phenologist person' to find the soft spot in that sort of salesmanship, and if any man here in our organization is planning his sales campaign along similar lines, he can expect nothing better than to be eating at the 'second table,' as it were, around whose legs our well beloved brethren, the Pacemakers, have so recently gamboled so exultantly.

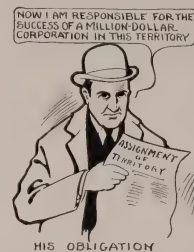
"May each one of us find some crumb of inspiration which these 'order hogs' may have accidentally dropped and from this small mustard seed make, during the coming year, a plaster that will draw some of the conceit out of them at the next Pacemakers' Convention.

#### DO YOUR BEST ALL THE TIME

"Seriously, men, it is beyond my power to comprehend why a man will do less than his best all of the time when he has health, strength of will, and a job with the best manufacturing company in the United States to back him to the limit.

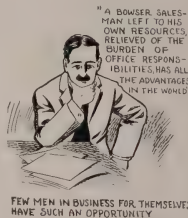
"The man who enters the sales services of the S. F. Bowser Company, takes upon himself the responsibility of conducting the affairs of a Million Dollar Corporation in a certain territory. The affairs of this corporation should become of first importance in the mind and heart of the salesmen.

"A Company such as the Bowser Company, reposes more trust in the honor and ability of a salesman under their contract, than would be required of the same man to conduct any ordinary business for himself which would be within his means. They expect less of the man than the private business would demand, and yet the percentage of failures is as large as it is simply because the salesman will not expend even that amount of energy for them.



"A man is given the management of himself, (which is no inconsiderable job for some men), as to hours of labor, personal habits and the working of his territory, assisted by that bone of contention, the Calling List.

"It is your business—offered by men who have proved their entire fitness for their respective offices. Your office work is done for you, so that your whole time may be given to the most important affairs of your business; namely, getting orders.



"They go even further—they have a systematic plan of encouragement and helpfulness for each salesman. In fact, no rich father gives more care and thoughtfulness to the success of his favorite son than this Company is willing to give the man who works faithfully for it.

#### THIS COMPANY HAS A SOUL

"Do you think that a corporation has no soul? I want to say to you men that my one year of service in this corporation has proved to me beyond a doubt that the spirit which drives it, the motive power of this corporation, is nothing but soul, based upon the idea of the Brotherhood of Man and the Fatherhood of God who has so abundantly blessed it. Our Creator has given to each one of us a will, but it is entirely optional with us whether we use it for our advantage or our destruction, so long as we live within the limits of the law.

"This Company gives to each one of us an 'opportunity.' We can use it to our own and the Company's profit and advantage, or we can abuse it and in the abusing of it, kill the goose which lays the golden egg for us. The abuse of our opportunity by the failure to think and act in a manner to produce profitable results, is equal to stealing from the Company the business which rightfully belongs to it in a territory assigned exclusively to us.

"Consistent work, as I see it, means the setting of our steam gauge just below the bursting point and the firing of the thing with enthusiasm until the safety valve blows off continually. By this I do not mean that objectionable quality sometimes seen in a salesman, who knows nothing but his line and talks it at funerals and weddings alike. There is a time for all things and if you have the capacity to distinguish between the right and wrong time to talk your line, you will not offend in this respect.



#### USE YOUR SPARE MOMENTS

"Use your spare moments in thinking about the best way to get business. Talk to other salesmen about their sales success and what goes to make it, regardless of the line. Plan your work. Study conditions in your territory. Decide where a 'Red Sentry' would pay a profit and then sell one there. Project your intelligent thought into the matters pertaining to your customers' business requirements.

"Educate yourself as to the unfavorable conditions under which your prospective customers are working and then be able and willing to contribute knowledge to them which will save them labor, make them money, and brighten pale colors of their existence.

"Make an efficiency expert of yourself and your services will be in demand with every thinking business man who can use your goods. Know your line. Speak the truth. Keep your promises. Be able to give a reason for the faith that is within you with reference to the superior qualities of your line as compared with others.

"Put yourself in your customer's place. Sell him only what he needs. Make him your friend,—you need him as he needs you.

"\*NO THIS LESS EXPENSIVE (W/IT WILL MEET YOUR REQUIREMENTS FOR THE PRESENT)"



"Have an underlying foundation of fact for every sales argument you use, for on this above all else is built your sales success. Bluff gets you a man's attention once only and the attention of an intelligent man, when attracted in that way, is interesting only as to the measure of contempt which he feels for the bluffer. Meet him again and your conscience will lash you out of his path—if you have a conscience.

"I have in mind a salesman who I firmly believe could sell a pair of dancing pumps to a cigar store Indian. His sales arguments are a wonderfully constructed complication of oratory and deceptive English and he 'gets away' with it. Methods differ. I could not use that method successfully. It is a mat-

ter of intellectual progression and I am not sure as to whether I am above or below it, but it gets him his measure of success.

#### COMMON SENSE IS AT THE BOTTOM OF ALL BIG BUSINESS

"Success in this business is not attained in a week or a month or even a year. The missionary work you do this year will show in the result of next year's business. The more actual truth and common sense you use in these preliminary talks with a prospective customer, the more sure you are of getting an order when he is ready to buy an equipment.



"These things require a measure of stability to apply yourself to the work you have to do, but men—do them for your own sake should you have no appreciation of what you ought to do in justice to the company. It is your profit—your meal ticket, and the only hope of your lonely family, if you have one; if not, get into the game.

"The Company needs your co-operation in the plans which they make no more than you need the Company and their system which they have worked out so admirably for the distribution of their products.

#### SWEAR BY THE COMPANY—NOT AT IT

"Be loyal—swear by the Company, not at it. We have troubles—let us meet them like men. They have their troubles also. Let us not add to their burden of care by a lack of appreciation of what they are doing for us.

"The Value of Consistent Work to a Bowser Salesman is four-fold. It increases his Power, his Self Respect, his Earning Capacity and the Happiness of his family. In a word, it gives him Success.

"Through your individual success you help the Company to continue the policies which have been instituted for you and all others in the army who are dependent upon them.

"Let us deserve the confidence reposed in us. Let us work every hour of every day consistently, persistently, intelligently, conscientiously, enthusiastically, successfully.

#### SOMETHING NEW

We want to make special mention of the handsome little booklet gotten out by the S & M Garage, Taunton, Mass., featuring our "Chief Sentry" and the service it renders them at their Filling Station.

Among other things they say in this book is:

"We shall have the very last word in a quick delivery gasoline pump. Of the S. F. Bowser Company's make, it is capable of delivering gasoline at the rate of five gallons in 20 seconds, etc."

Again, at the bottom in a note, they say:

"We have sold over 100,000 gallons of gasoline since July, 1914.  
Our Creed: Small profits and many of them."

#### WASTED POWDER

W. F. Eastman, who had never been duck hunting, shot at a duck in the air. The duck fell dead to the ground.

"Well, you got 'im!" exclaimed Eastman's friend. "Yes," replied Eastman, "but I might as well have saved my ammunition—the fall would have killed him."—Milwaukee Guzzler.

The man who is right doesn't have to talk to prove it.



# Branch Office Standing

33rd Week Ending August 21st, 1915

## Senior Offices

1. FORT WAYNE.....	E. J. Little, Mgr.
2. ALBANY.....	W. M. Mann, Mgr.
3. CHICAGO.....	T. D. Kingsley, Mgr.
4. SAN FRANCISCO.....	D. S. Johnson, Mgr.
5. DALLAS.....	B. L. Prince, Acting Mgr.
6. ST. LOUIS.....	G. H. Hastings, Mgr.
7. HARRISBURG.....	R. S. Colwell, Mgr.
8. TORONTO.....	W. R. Hance, Canadian Mgr.
9. ATLANTA.....	W. H. Brown, Mgr.

## Junior Offices

1. DENVER.....	C. C. Barnett, Supt.
2. WASHINGTON.....	A. W. Dorsch, Supt.
3. NEW YORK.....	H. C. Carpenter, Supt.
4. LOUISVILLE.....	E. J. Gallmeyer, Supt.
5. PHILADELPHIA.....	I. L. Walker, Supt.

Mann's Men of Ginger—  
Kingsley's Men of Might—  
Are pushing Little hard  
To keep the Cup in sight.

"What we have we hold,"  
Is Barnett's slogan fair—  
But Dorsch's Daddy-long-legs  
Are putting him "right there."

"We too," say all the others,  
"Ask time for what turns up.  
For we're rushing in the business  
And that's what cops the Cup."

## Standing of Forty High Men, August 27, 1915

Salesman's Name.	Office.	Salesman's Name.	Office.	Salesman's Name.	Office.
1. R. S. Johnson.....	Eng. Sales	14. R. W. Jewel.....	Denver	28. J. J. Connelly.....	Eng. Sales
2. W. V. Crandall.....	San Francisco	15. F. W. Devereux.....	Albany	29. W. H. Ladd.....	New York
3. R. T. Lawrence.....	Chicago	16. N. Mattingly.....	Chicago	30. P. W. Lawther.....	Dallas
4. W. B. Stamford.....	Eng. Sales	17. C. C. Fredericks.....	St. Louis	31. M. C. Benham.....	Chicago
5. C. R. Eggleston.....	Albany	18. S. F. Taylor.....	Eng. Sales	32. H. T. Purdy.....	Atlanta
6. G. H. Reuben.....	San Francisco	19. F. M. Kennedy.....	San Francisco	33. C. J. Rogers.....	Chicago
7. R. G. Fisher.....	Denver	20. J. J. Manning.....	Chicago	34. R. E. Clement.....	Chicago
8. R. Coddington.....	Denver	21. L. W. Cheney.....	Port Wayne	35. S. A. Collins.....	Albany
9. H. A. Leonard.....	Chicago	22. W. H. Pritchett.....	Port Wayne	36. F. H. Richardson.....	Albany
10. A. E. Darling.....	Chicago	23. W. A. Merrill.....	Port Wayne	37. W. W. Ince.....	Dallas
11. A. G. Hartgen.....	Harrisburg	24. N. A. Ring.....	Albany	38. G. W. Scott.....	New York
12. E. L. Milliron.....	Eng. Sales	25. E. J. Murphy.....	Toronto	39. J. F. Vonderembse.....	Denver
13. H. A. Vortigern.....	Philadelphia	26. R. D. Leonard.....	Harrisburg	40. G. H. Schnabel.....	Chicago
		27. G. P. Stovall.....	Washington		

## Five High Men (Not Pacemakers) by points in each District August 26, 1915 (Districts Listed Alphabetically)

ALBANY	DALLAS	FORT WAYNE	NEW YORK	SAN FRANCISCO
1. F. H. Richardson	1. J. M. Tucker	1. W. H. Pritchett	1. W. H. Ladd	1. J. F. Arnold
2. G. W. Elliott	2. Ed. Haas	2. C. C. Wolfe	2. G. W. Scott	2. W. C. Smith
3. J. G. Roberts	3. R. L. Matthews	3. J. O. McCracken	3. H. Dalgard	3. E. R. Bird
4. S. A. Collins	4. J. C. White	4. T. C. Fotts	4. P. H. Peoples	4. W. B. Jameson
5. S. Roberts	5. C. M. Sigler	5. O. O. Koogle	5. F. J. Libbey	5. E. F. English
ATLANTA	DENVER	HARRISBURG	PHILADELPHIA	TORONTO
1. M. Beddingfield	1. J. F. Vonderembse	1. J. M. Prigg	1. H. A. Vortigern	1. E. J. Murphy
2. E. B. Bachman	2. A. M. Lucas	2. C. P. Law	2. W. M. Booker	2. T. H. Rhodes
3. R. W. Maxey	3. F. H. Kilver	3. W. E. Offerle	3. J. P. O'Neil	3. N. Paquette
4. L. P. Cox	4. H. U. Earle	4. M. A. De Souza	4. J. W. McKee	4. W. S. Starnes
5. T. F. McWaters	5. J. H. Wilson	5. K. P. Hessenmaeller	Note: (Only Four active)	5. H. M. Fickler
CHICAGO	ENG. SALES	LOUISVILLE	ST. LOUIS	WASHINGTON
1. G. W. Allen	1. R. S. Johnson	1. Max Heintze	1. C. C. Fredericks	1. D. W. Darden
2. M. C. Benham	2. W. B. Stamford	2. D. Moore	2. W. E. Tousley	2. J. T. Gibbons
3. R. E. Clement	3. E. L. Milliron	3. C. W. Wilson	3. W. C. Sutton	3. H. W. Bell
4. C. J. Rogers	4. J. J. Connelly	4. J. W. Dickason	4. G. F. Goran	4. W. S. Starnes
5. W. P. Shepherd	5. S. F. Taylor	5. W. V. Wheeler	5. J. F. Goran	5. A. L. Corbin



"FARMER BILL" ALLEMAN AND HIS WIFE

Note the pleased look on madam's face. "Farmer Bill" has just told her about his selling six "Red" Sentries" during the week. Four of them are 5-barrel one 6 and one 9, totaling 75 points of store business.

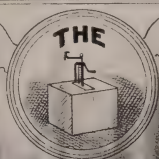
Congratulations, "W. D.," and here's hoping that you will repeat the performance every week from now on.

Salesman R. Coddington, of the Denver District, walked into the Denver Office a short time ago with a nice Public Garage order netting him 22 points, "F. C. W. O."

As "Billy" Paul says, "This isn't at all bad for a Public Garage order and we believe is worth mentioning in the Boomer." The Editor thoroughly agrees with him.

# BOWSER

ESTABLISHED 1885



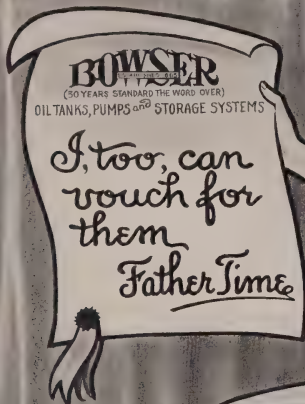
# BOOMER

Vol. 1-12 No. 1-12

Vol. XII

September 5, 1915

No. 7





### “THE PIONEER”

**Mr. S. F. Bowser, President of S. F. Bowser & Co., Inc.**  
**Inventor, Founder, Designer, Manufacturer, All-Round**  
**Office Man, Factory Employee and First Salesman**

America abounds in the history of self-made men who are successful in every walk of life. If time and space would permit to give the details, struggles and obstacles overcome in achieving success, the history of Mr. S. F. Bowser would be analogous to Abraham Lincoln, Grover Cleveland, Andrew Carnegie and in fact the United States itself.

Born on a farm eight miles north of Fort Wayne in Allen County, Indiana, he knew from the start the meaning of hard work. At the age of fifteen his parents moved into the city, but instead of having the advantages of schooling he worked at odd jobs such as hauling ice for two years, clerking in stores, etc.

The business instinct was strong within him. Like Marshall Field he instinctively knew how to merchandise, how to sell. One day he decided that clerking would get him nowhere. Having some knowledge of the wrapping paper business he secured a horse and wagon and actually started into business for himself at the age of eighteen. His first trip was a drive to Spencerville, Indiana. From that day to this he has been a salesman and business executive of the highest character.

On October 11, 1877, when he was in his twenty-fourth year, he married Miss Sarah F. Russell, of Fort Wayne. About seven years later he conceived the idea of the self-measuring pump for distributing oil and from that day to this he has been actively engaged in this business. Just what this business has amounted to is portrayed elsewhere in this Boomer, but right here let us state that the foundation of the Company's success is due primarily to the foresight, ability and integrity of Mr. Bowser.

Mr. and Mrs. Bowser have been blessed with six children all of whom are living. They are as follows according to age, the eldest being given first.

**Mr. Harry M. Bowser**, now a Vice President of the Company.

**Mrs. L. F. Johnson**, wife of Mr. Lee F. Johnson, Manager of the Engineering Department.

**Mr. Hughie Bowser**, who is a cripple, never having walked.

**Mr. A. S. Bowser**, Secretary of the Company.

**Mrs. D. G. Milligan**, wife of Mr. Milligan who is in the Sales Department.

**Miss Mildred Bowser**, who resides with her parents.



# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY

S. F. BOWSER & CO., Inc.

Edited by GEO. A. TOWNSEND

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS SALESMEN

Vol. XII

SEPTEMBER 5, 1915

No. 7

## Today is the Thirtieth Anniversary of the Birth of S. F. Bowser & Co., Inc.

Some Master Mind has said that any successful business was only the lengthened shadow of its founder. S. F. Bowser & Co., Inc., is no exception to the rule. Today the Company is but the lengthened shadow of the "Old Man" as Mr. S. F. Bowser, its President, is affectionately and familiarly known.

In describing some of the policies of the Company we are laying bare Mr. Bowser's true character. The writer has had the opportunity and good fortune to work for a few large corporations in his business life and therefore is able to intelligently compare his experiences before and after coming with the Company.

Legally, a corporation has no soul. The writer has found that not only is this legal maxim true, but that it is borne out in everyday business life. However, our Company is positively an exception. Its policies are such that they could not exist unless they sprang from a living soul that was trying to keep always in harmony with the Infinite.

In the first place, there is no other Company we know of that does so much for its employees without demanding in return something more than "a fair day's work for a fair day's pay."

For example, there is an internationally known specialty company that has its Welfare Department, Boys' Gardens, Landscape Artists, etc., because, as the signs prominently displayed throughout the factory state, "It Pays." They do this work for their employees first, because it advertises the business by getting them column after column of free write-ups in the magazines and papers, and secondly, because it benefits the employees themselves and enables them to turn out more goods in less time.

Now contrast this "It Pays" method with our Company's policies. Here, things are done for the employees first and only because they benefit and uplift them. There is no sordid motive back of the act to use this uplift as an advertising medium. It is done simply to benefit those who attend.

Our Company is more like a large, happy, old-fashioned family than the average large modern soulless corporation, eternally grubbing around for money. The father, or the "Old Man," is at the head and may be there for another generation. Around him are his chief executives.

Now, there isn't an employee from the youngest apprentice in the factory or office boy in inter-departmental work that cannot see any one of the official family without the formality of passing a row of secretaries and in the effort being worn out with needless "red tape."

No, the official doors are not guarded but the latch string is always out. Any one of them, the "Old Man," "Big Chief," "Allan A." "Dunk," "W. G.," or the rest of the bunch, will carefully listen to your story and act promptly, taking into consideration that which will benefit you individually and the organization as a whole.

### HOW WE HELP OUR EMPLOYEES

The Company pays its employees in the Factory and office as well, and more often better, than any other company in Fort Wayne.

Its office hours help the Company and the individual and it is the unanimous opinion that they are right.

The office rules are conducive to right living. "The proof of the pudding is the eating thereof" and a glance into the contented, clear-eyed, fresh-faced employees answers any critic as to this question.

Seldom, if ever, is an employee "fired." If an employee hasn't the true Bowser spirit he finally drifts out but is never "pushed out" except under rare occasions when the offense is a flagrant violation of the rules, insubordination, or conduct unbecoming a gentleman or gentlewoman.

It treats its women employees with the consideration due the sex and gives them a "living wage" according to the highest standard set so far in Indiana.

It provides meetings from time to time for all the factory and office forces combined, on Company time, where the employees may listen to noted speakers and be entertained.

It provides a fine Club House for all men employees and a Club Room for the girls—the members of these Clubs run their own organizations without interference from the executives, with the fixed idea of promoting Efficiency, Good-will and Relaxation.

Every year, in celebration of the "Old Man's" birthday, there is an annual excursion to which every employee and his family is invited, their expenses paid and full time allowed. This applies not only to the Home Office at Fort Wayne, but the Branch Factory at Toronto, Canada.

### HOW WE HELP OUR SALESMEN

The Company does everything in its power to promote the best interests of the Salesmen. As a result, we have a Sales Organization that is second to none.

Each man, before taking up the line, spends enough time either at the factory or in a branch office attending the training school to learn the equipment he is to handle and receive instructions as to the best method of work. The instructor, in each instance, has been a successful salesman himself and is peculiarly fitted for this particular line of work. In fact, but with rare exceptions all Managers of Departments and Branch Offices have made a success carrying the grip and know the peculiar problems that confront the men on the firing line. The writer is not one of the exceptions.

Each salesman has a certain specified territory in which he is protected. The Company makes every effort to locate its salesmen in the territory with which they are familiar.

The Company always keeps abreast of the times and furnishes new equipment that is a decided advance in the oil storage world.

We issue a very complete line of illustrated printed matter, covering each class of the equipment manufactured. No expense is spared to make this advertising of the very highest grade. It contains all the vital selling points of interest to the salesman as well as to the prospective customer. It is an introduction to the men on the firing line that is of untold value in their work.

We are users of large space in the various trade papers and magazines all over the country.

We issue a semi-monthly publication, "The Bowser Boomer," devoted to the interests of the salesmen.

We have an organization known as the Pacemakers' Club in which the different members compete for offices. The first man securing a specified amount of business becomes President, the next man, Vice-President, and so on until all the offices and directorships are filled.

In order to become a member of the Club, it is necessary for each salesman to secure a certain

specified amount of business. Membership, therefore, not only carries distinction as a "top notcher" specialty salesman, but presents the winner with a substantial prize, well worth the effort.

This organization arouses friendly but keen competition among the salesmen for membership and official position. It belongs to the salesmen exclusively and is managed by the members as they are elected. Each year that a salesman retains his membership adds to the substantiality of his prize and the increased honor of maintaining the pace.

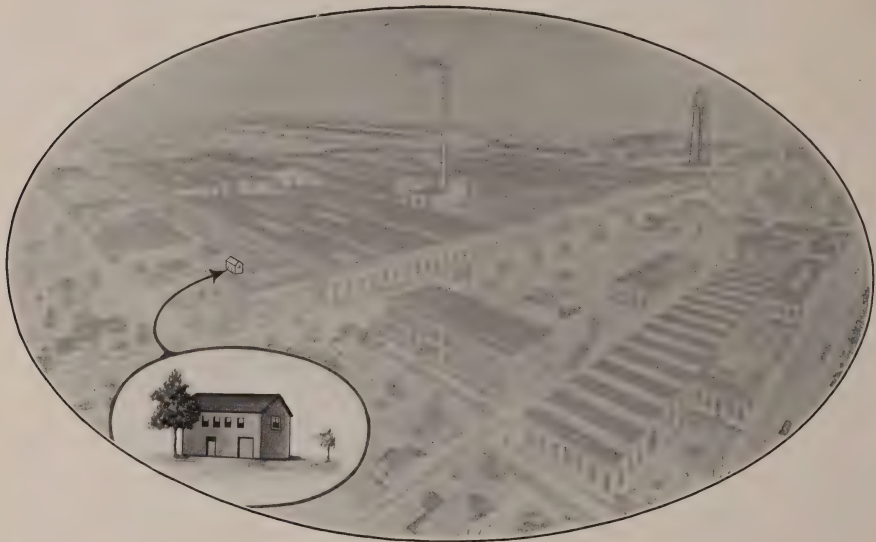
One point that stands out more prominently than all others is the correspondence with the salesmen. It is the connecting link between the man in the

field and the office. Most all letters are written by men who have made a success in selling the line, and as a result, it is a pleasure to read them. They leave no raw edges and help over the rough spots.

#### CONCLUSION

We could go on indefinitely, giving our reasons why the Company is a success. Space will not permit, but these brief suggestions will give some of the main points regarding it.

It's ideals are very high and the constant endeavor of all concerned is to strive to reach these ideals and make them a matter of fact and not a theory.



#### A DREAM AND A REALITY

From 1885 to 1914, or From a Room in a Cow Shed Which Stood on the Same Ground, to the Present Factory With Its Twelve and More Acres of Floor Space.

##### Established September 5, 1885.

First order taken from Bertson & Nelson, Hicksville, Ohio.

First machine in the factory was an improvised lathe operated from a belt driven by turning a wagon wheel.

Next piece of machinery was a \$165.00 foot lathe.

First engine was a  $\frac{1}{2}$  H. P. Coal Oil Engine.

First tanks built in Bowser's cow barn.

First tinner was a Mr. Baker, who was assisted by a boy, Frank Kirbaugh.

First hired salesman, Mr. Frank Leslie who went out for Mr. Bowser in 1886. He remained with us until his death in 1908.

Second salesman was Mr. Thomas Devilbiss who went out the same year and is still employed on special work for the Company.

First bookkeeper was Mr. Will Bates who began work in 1888.

In 1889 the factory force consisted of twelve men.

In 1889 the sales force consisted of fourteen men who traveled principally in Indiana, Michigan, Ohio and Kentucky.

On July 28, 1894 the plant was totally destroyed by fire.

On December 25, 1897, fire again wiped out one-half of the factory.

On February 1, 1891, Mr. A. Z. Polhamus came with the firm as Superintendent of Sales.

Messrs. C. A. Dunkelberg, S. B. Bechtel and H. J. Grosvenor came with the firm in 1899.

First Officers when incorporated were Mr. S. F. Bowser, President; Mr. A. A. Bowser, Vice President and Mr. A. Z. Polhamus, Secretary and Treasurer.

Today there are employed more than 1600 people throughout the organization.

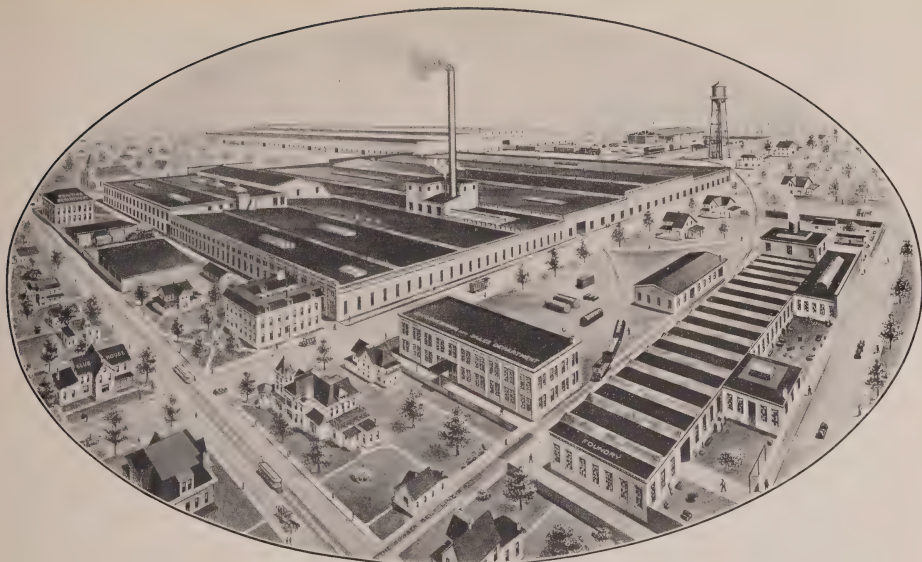
There are today nine Senior and five Junior Branch Offices in the United States and Canada, with Senior Offices in London and Paris, and Junior Offices at Johannesburg, South Africa, Buenos Aires, South America and Sydney, Australia.

The Canadian Branch Factory was erected in 1906.

The Export Department was organized in 1911.

Today there are Sales Offices in all Centers of the World and Representatives Everywhere.

This year's business will run well over \$4,000,000.

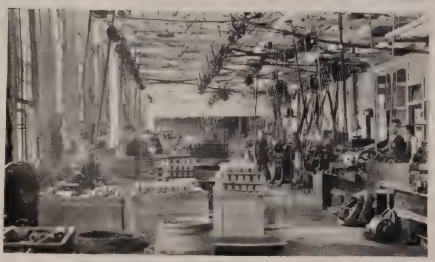
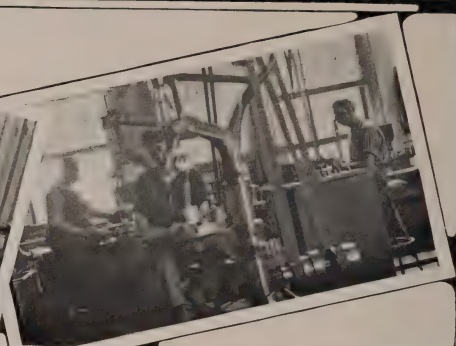


Home Plant and General Offices, <sup>1</sup>/<sub>1</sub>Fort Wayne, Indiana, U. S. A.



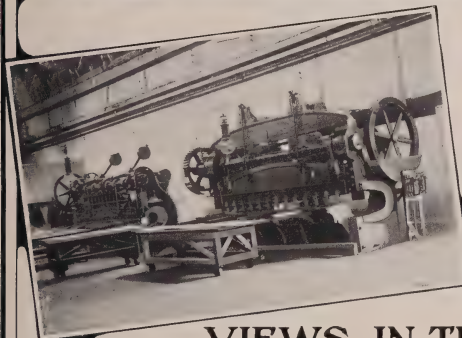
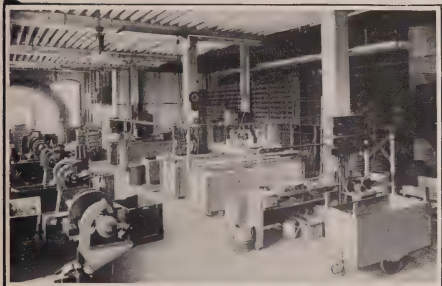
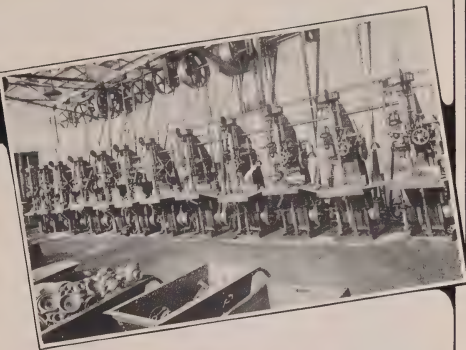
View of the Canadian Works at Toronto, Ont.,





IEWS  
IN THE  
FACTORY





## VIEWS IN THE FACTORY



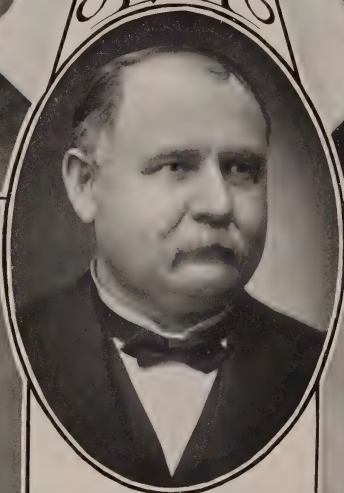




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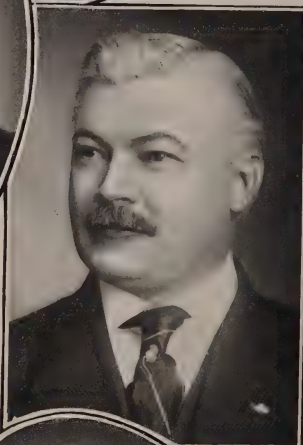
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1



4



5



6



7

## EXECUTIVES 1915

1. S. F. BOWSER, President
2. A. A. BOWSER, Vice-President
3. H. M. BOWSER, 2nd Vice-President
4. A. S. BOWSER, Secretary
5. C. A. DUNKELBERG, Treasurer
6. S. B. BECHTEL, Gen'l Manager
7. W. G. ZAHRT, Ass't Gen'l Manager





1885

The First Self-Measuring Oil Tank



1915

One of Over 500 Different Oil Handling Devices

## "LEE" F. JOHNSON

BY MR. FORBES M. MORRISON.

No doubt you all know our friend "Lee,"  
"Lee" Johnson's his full name.  
At engineering tanks to be  
Air tight and leak-proof he has fame.



But here last week he got the bug  
That he was "class in other  
lines."  
Said he, "Ty Cobb" compared, is  
but a dub,  
At baseball I'm the guy that  
shines."

Of course we're always on the  
lookout for players of this  
type,  
Especially when the time for the  
excursion's 'bout ripe,  
And called upon this might,  
athletic bold  
To show the things he knew  
about this game of old.

We wanted players on our side  
Who knew the game as well.  
The kind that knew just when to slide  
And make the rooters yell.

"Tut, Tut," said Lee, "no need of that,  
You'll find I'm handy with the bat.  
The bases I can slide so fast  
They won't know I'm coming till I'm past."

A mean advantage we would call it  
Just for a little fun.  
The other side had never heard Lee harbored such a  
secret.

But we were out to win that game if only by one run.

The "Ump" he called the men to battle.  
They pranced about like big league stars.  
Said Lee, "Don't worry, boys, the best of pitchers I  
can rattle  
And make him look like he's afraid of the cars."

"When I my optics on him fix  
He'll know darn well that I'm his Jinx.  
We'll wade right through this little game,  
For wild eyed pitchers I love to tame,  
My! how the crowd did cheer and cheer  
When out on the field Lee did appear.  
They waved their hands and threw their hats  
And almost sat in the ladies' laps.  
Lee bowed and scraped and did his  
best

To let them know he'd do the rest.  
"By Jove!" we thought, "he does look  
fine  
The game is ours, we've got the  
nine."

When all of a sudden the crack of  
the bat  
Forced Lee to act tho he is rather  
fat.



Lee bowed and scraped

The ball sailed out far over the green  
And brought to an end his beautiful dream.



He started at once the ball to re-  
trieve  
And found it, "By Heck," if it was  
kind of late.  
He wasn't so fast as he'd have us  
believe.  
For the runner had already crossed  
the home plate

He wasn't so fast Again he was greeted by the same  
And he ran to the place where before he had hunted,  
But the crowd yelled, "Lee! Come Back! Come Back!  
The ball's up here, the batter bunted."

When half of that terrible inning was o'er  
Lee came to the bench with huge smile of gold.  
But the hopes of the bunch didn't soar any more,  
They thought he was getting a little too old.

"Have patience, my boys, you're sure bound to see  
I'm there with the goods, even tho you think not.  
When I'm up to the bat, you can figure on me,  
I'll make those guys chase all over the lot."

He picked out a bat, made of well seasoned ash,  
For now was his chance to make a grand splash  
Of hitting the sphere and one confident  
It hitting the sphere and its cover to rent.

He dusted the pan with the ease of a breeze  
And seemed far from one who is weak in the knees.  
He faced the crack pitcher with a look of compassion  
For he meant to put that "gink" out of commission.

The pitcher wound up and Lee straightened out,  
The camera was there and caught the mad swing;  
We thought it would be a peach of a clout,  
But never a bit of the ball did he "bing."

He swung, and he swung and tried  
every stunt  
But he couldn't get by with even a  
bunt.  
The sack up at first was a stranger to  
him,  
And he gave up at last the old game to  
win.



P. S.

The fortunes of baseball they tell us  
are varied.  
We all know Lee meant well, there's no  
doubt of that.  
He may have been good before he was married,  
But his "come back" in baseball, we guess it fell flat.

The sack up at first  
was a stranger to  
him.

## AN IDEAL PICNIC DAY

Mr. S. F. Bowser's Annual Birthday Outing to Winona Lake, Indiana, to His Employees and Their Families  
Was the "Best Ever."

When Mr. Bowser made the announcement regard-  
ing the Annual Picnic for Saturday, August 7th, 1915,  
there was a question in everyone's mind just what  
sort of weather we would have. You understand that  
we, here in Fort Wayne, have had a cool, rainy  
summer with scarcely enough sunshine to do any  
particular good.

Saturday morning, however, broke fair, and with  
scarcely a cloud in the sky and a cool, refreshing  
breeze from the West. Everyone sallied forth for an  
enjoyable day. All those who attended were not dis-  
appointed. There was something going on every  
minute and young and old enjoyed themselves to the  
utmost. It was a typical Bowser Day.

There were two twelve-coach trains that were com-  
fortably filled, one leaving at 8:00 in the morning

and the other at 8:30. The run to Winona is only  
fifty minutes so there is little time taken in railroad  
travel. The first train returned to Fort Wayne at  
five o'clock and the second at six. This gave plenty  
of time on the grounds to enjoy and see everything  
of interest.

Mr. Bowser's cottage, "The Wayne," was thrown  
wide open to the employees and Mrs. Bowser, assisted  
by her two charming daughters, Mrs. D. G. Milligan  
and Miss Mildred, made all who came there welcome.  
The private garage was used to store the baskets  
and it was completely filled. Everything was thought  
of to make those who attended comfortable. For ex-  
ample, a special tank of ice water was in front of  
the cottage and available to all.

# ANNOUNCEMENT—FIELD DAY EVENTS—ANNUAL EXCURSION, WINONA LAKE, AUGUST 7, 1915.

## BASEBALL

The Bowser Fire Department, by reason of the excellent training received thru running on false alarms and fighting imaginary fires, feel that they have an exceedingly efficient gang. They, therefore, have challenged the Bowser Efficiency Club to a game of ball, and their bluff has been called. Come out to the ball grounds at 10 o'clock sharp and see the Fire-eaters endeavor to handle the hottest bunch of fire they ever tackled.

## TENNIS

Three courts have been reserved for the exclusive use of the swatters of the little white ball. Elimination trials in singles and doubles for both the men's and girls' tournament, start promptly at 10 o'clock and continue thru to the finals and the championship contests. Anyone desiring to play, who have not yet entered, will please see Mr. D. G. Milligan before 5 o'clock P. M. Wednesday.

## JUNIOR EVENTS

An interesting program has been arranged for the children of the Company's employees. The events will be under the personal direction of Mr. Wm. Grosvenor and Mr. W. A. DeVilbiss.

Show the attached list to your "Kiddies," have them sign their name after the events they wish to enter and you hand the slip to either of the two gentlemen above named not later than Friday morning.

All Junior events will be held at the Lake front, near the boat landing, at 2 o'clock sharp. A picture of all entrants will be taken just before the start.

All who take part will receive a prize and the winners will each receive a special prize. The nature of these prizes will be withheld at this time, but we can assure you they will be something anyone would be proud of.

We are sure, that with the hearty cooperation of the men in the shop and in the office, we can make a big success of this undertaking. Let every man enter into the spirit of the occasion, put his shoulder to the wheel and push a bit.

Yours for a good time,  
H. D. WEAVER, D. G. MILLIGAN,  
Baseball. Tennis.

WM. GROSVENOR,  
W. A. DEVILBISS,  
Junior Events.

Mr. Bowser was very much in evidence and demonstrated that he grows younger every year instead of older, and it is only a question of a few years more when, instead of calling him the "old Man," we will have to change it to the "Young Man." The "Old Man," as he is affectionately known now, was in his element and his hearty laugh and frank, open welcome was more than ever appreciated. He was everywhere and seemed never to tire in looking after the interests of his employees.

The Field Day Events were well attended and were as follows:

## BASEBALL

It looked at the start as if the Bowser Fire Department was going to have a "walk-away" with the Efficiency Club Nine. However, when the Efficiency Club settled down to business they soon tied the score and it was "nip and tuck" from then on to the end of the game.

The result was 8 to 7 in favor of the Firemen.

The grand-stand was filled with admiring friends and each team had enthusiastic followers. It was well worth the price (?) of admission.

## TENNIS

The three courts reserved were in constant use all day.

There were twenty-six contestants in the singles. In the elimination contest it took three sets out of five to decide the winner; the semi-finals one set.

Those qualifying in the semi-finals were W. O'Rourke, Jr., A. Dickmeyer, Steve DeWald and "Ned" Ettinger. The finals were fought out between O'Rourke and Ettinger, the former winning in two sets out of three, 6-0, 6-2.

There was not sufficient time to play the doubles and therefore no decision was reached.

Mr. "Ned" Ettinger, son of our old salesman E. C. Ettinger, deceased, shows class and another year ought to be among the "top-notchers."

## JUNIOR EVENTS

This was the "piece de resistance." The events were run off on the level ground along the Lake front, near the wharf. The crowds were so great it was hard to keep the race course clear. However, the events were well attended and the "kiddies" enjoyed it as much as their elders. Needless to say, "Bill" Grosvenor and "Wess" DeVilbiss had their hands full in awarding the prizes. They were as much interested as the children and certainly fulfilled their part in the entertainment to the satisfaction of all.

## RACES

### 25 Yard Race for Boys, Age 4 to 5 Years.

L. Furman, <b>Winner</b>	Harry Cheer
Harold Schulte	Howard Sigmond
Albert Wiedemann	Robert Stirkorb

### 50 Yard Race for Boys, Age 5 to 6 Years.

Herbert Heathman, <b>Winner</b>	Gustav Swanson
Jack Lightfield	Wayne Young
Harold Fey	Paul Pepper
	Lothar Pohl

### 50 Yard Race for Boys (3-leg), Age 8 to 10 Years.

Geo A. Miller	Basil Pitzen
David Dunkelberg	Joseph Clusserath
	Albert Turner
Leroy Watson, <b>Winners</b>	Theodore Pepper
Harold Grodrian	Foster Pepper

### 25 Yard Race for Girls, Age 4 to 5 Years.

Lillian Watson, <b>Winner</b>	Ingrid Swanson
Helen Snyder	Wida Turner
Lavinla Williams	Katherine Pepper
	Hannah Miller

### 50 Yard Race for Girls, Age 5 to 6 Years.

Hannah Miller, <b>Winner</b>	Helen Williams
Marie Wiedemann	Helena Pitzen
Lurella Scott	Helais Blakeley
Elinor Williams	Marie Clusserath

### Relay Flag Race for Girls, Age 8 to 10 Years.

Lottie Miller	Marcella Clusserath
V. Fuhrmann	Leona Turner
Irene Cheer	Esther Holzworth
Clara Schelper	Iona Holzworth
Evlin Everding	Alice Thornsberry
Opal Young	Elsie Rogers

### Wafer Eating Contest for Girls, Age 6 to 8 Years.

Helen Bleke, <b>Winner</b>	Leona Turner
Elinor Williams	Iona Holzworth
Helena Pitzen	V. Fuhrmann
Hazel Sloan	Margaret Thornsberry
	Lottie Miller

### Shoe Lacing Contest for Boys, Age 10 to 12 Years.

Milton Heathman, <b>Winner</b>	Albert Turner
Theodore Schelper	Percy Pepper
Raymond Schelper	Geo. Miller
Andrew Sloan	

### Bean and Pea Contest for Girls, Age 10 to 12 Years.

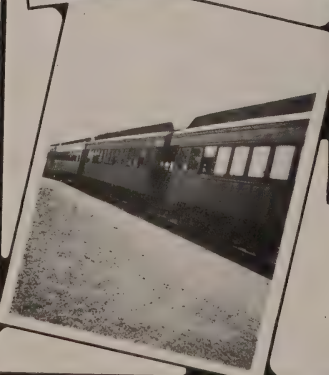
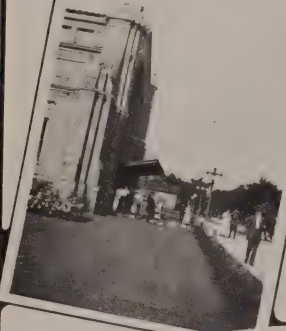
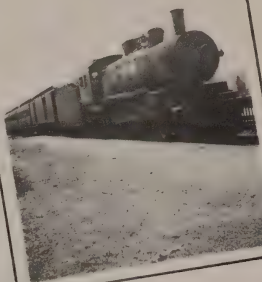
Edna Wiedemann	Elenore Witte
Viola Fey	Catherine Pitzen
Velma Schon	Berniece McCoy
Thelma Strader	Helen Heathman
Clara Schelper	Lulu Clusserath
Elenora Bruns	Esther Holzworth
Florence Bruns	Lottie Miller
Ruth Kirbach	Alice Thornsberry
Beulah Bauer	

**Editor's Notes:** It was impossible to give the winners in the Relay Flag Race for girls as there were quite a number who were involved in this event. The judges were also unable to decide the winner in the Bean and Pea Contest for girls.

From the expression of opinions heard on all sides it was unanimously voted that the more than 1200 guests of Mr. Bowser thoroughly appreciated his hospitality. They showed by their enthusiasm, goodwill and orderly conduct that they wished Mr. Bowser many happy returns of the day.

We have endeavored to show by the following pictures some of the scenes that occurred during the picnic. These are more expressive of the good times than anything further the Editor could write on the subject. In view of the fact that the Editor took the pictures personally, you will have to make due allowance for the amateurish effort.



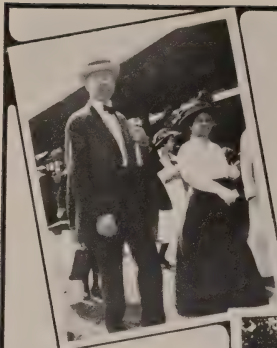


The Annual Bowser  
Excursion to  
Winona Lake, Ind.



The "Old Man", "Big Chief", "Dunk",  
"W. G.", and other Officials  
and Managers





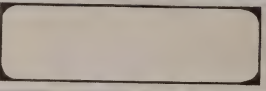
Branch Office and  
Department Managers





THE  
SENIOR  
ATHLETIC  
EVENTS





Contestants and Managers  
of  
Junior Athletic Events





### The Service Department is all the Name Implies—Mr. R. L. Heaton, Chief

The editor tried to analyze just what work was done in the Service Department and as space will not permit any full outline thereof, will simply mention a few of the more important features. This department,—

(1) Handles all the correspondence bearing upon complaints regarding equipment, whether from customer or from salesman; and issues all orders for repairs, exchanges, etc., which may be necessary. In this connection it should be added that owing to the numberless complaints which are made needlessly, the work involved is considerably greater than might be judged. A very large and important feature of the work of this department has consisted in educating the trade to make repairs on the ground, thus eliminating considerable expense to the company and loss of time, inconvenience, etc., to the users.

(2) Supervises our force of installation and repair men throughout almost the whole of the United States, outside of the Pacific Coast Region; figures costs on all installation and repair work throughout the whole of the United States; adjusts all bills rendered against the company for installation and repair work.

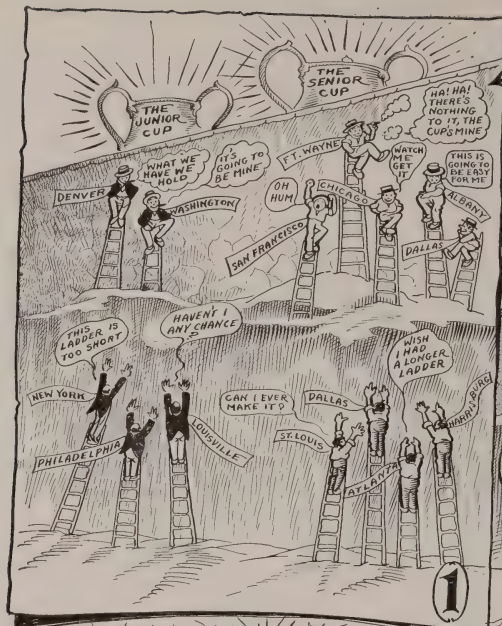
(3) Issues all Direction Sheets. In this work they are guided by their files showing what questions have arisen on the part of purchasers attempting to install equipment and anticipating same.

Mr. R. L. Heaton is Chief of this Department, under Mr. Corey, Executive Engineer. He is a graduate of the University of Michigan, June, 1909, having secured his A. B. and a special diploma on Economics. He came with the Company in November, 1909, as an office boy. Later he was made a correspondent and finally become Assistant Manager to Mr. Brown of the Atlanta Office. There he served for about two years.

He was brought back to the Home Office and assisted in the Engineering Sales for about a year and a half until he was made Chief of the Service Department which position he now occupies.

Mr. Heaton is one of these earnest men whose chief object in life is to promote the interests of the Company and render service in all that the word implies. As a correspondent he is in a class all his own. He has the happy faculty of presenting an old subject in a new dress that positively makes even one thoroughly familiar with the subject more than interested.





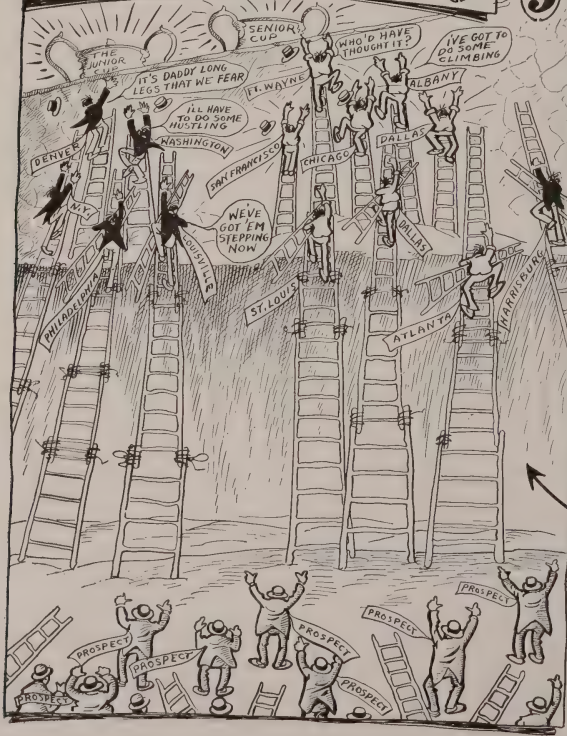
Everything looks rosy for the leaders now—

but the tail-enders may have their inning yet



2

3



and the leaders had better look to their honors

# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY  
S. F. BOWSER & CO., Inc.

Edited by GEO. A. TOWNSEND

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS SALESMEN

Vol. XII

SEPTEMBER 15, 1915

No. 8

## THE OLD STORY OF QUALITY VS. PRICE.

The Editor is an ardent automobile fan and thinks the greatest part of the pleasure is in driving and taking care of his own car. By doing this he is thoroughly familiar with every part and can, ninety-nine cases out of a hundred, get in where some men less familiar with their car would be stalled. These preliminary remarks are simply made in order that you may grasp more fully the point we are trying to make.

About twice a season it is always advisable to put graphite and grease between the sheaves or the springs. To do this you jack up the car and use a Spring Spreader and a putty knife.

The other day the Editor decided it was time to grease his springs and stopped in a store to buy a Spring Spreader. He was handed a very good one costing \$1.25. It was a make that he had used before and knew was satisfactory. However, he had an economic streak on him and asked for something less expensive. They showed him others ranging in price from 25c up. He took the 25c article.

To all intents and purposes that article looked as good as the one for \$1.25 with the exception that it did not have nickel plating. To the Editor's eye there wasn't one bit of difference as far as weight and looks were concerned. He just thought to himself that he had saved \$1.00 and was kicking himself because he had spent \$1.25 in other years for the higher priced Spring Spreader.

That night in the garage he began work. The first two sheaves separated beautifully and everything was delightful. When he got to the third it worked a little harder, the fourth still harder and the fifth he could not separate at all. When he examined the Spring Spreader he found that it was bent all out of shape and was practically worthless.

**Moral:** The next day the Editor bought a \$1.25 Spring Spreader and charged to profit and loss \$1.50 as the 25c spreader was a total loss and had to be thrown away.

## THE TELEPHONE

The Editor has noticed on a few of the Daily Reports, "Telephoned—said 'No.'"

The telephone has its place in the business world but it is out of place when used by a Bowser salesman. Naturally, if the prospect has been seen, convinced and sold and the only question is when to ship, the telephone may be used. However, to call up a prospect and try to interest him in our proposition is the work of an "order-taker" and not a "salesmaker."

The writer knows from advertising solicitors who drop into town, how easy it is to say "No" or shut off the conversation when they call him up by 'phone. There is many a good account lost through such lazy methods and we are personally convinced that a salesman who uses a telephone is either lazy, a shirker, or frankly, a coward.

A salesman never knows what the prospect is doing when he telephones. He cannot look him in the eye, and is only inviting "No" for an immediate answer. Every prospect has educated himself to say "No" ever since he has been in business and it's up to the salesman to change that "No" to "Yes." How in Heaven's name he can do it over the telephone we are at a loss to understand.

## OPTIMISM A LA DARLING

The following extract taken from a letter to Mr. Murray, written by Salesman A. E. Darling, of the Chicago District, has some good thoughts in it and we are passing them on for your benefit.

"I hope to see you in the near future and assure you that I will meet you at the Convention in January and will be feeling in better spirits than ever before, as this is my fifth annual convention and it is nearing on to the close of the Pace-maker Club. There is only one more fight before us to finish this great achievement, and I pledge myself, if blessed with good health for both myself and family, that I will be there with the boys in January, 1917, to carry off my share of the great honors of being a successful pacemaker to the fullest extent of our expectations.

"I look upon this as a great honor and when I think of many others, I cannot see why the right spirit can't be put in them to let them know what great things there are in this world if they are only willing to do their part. The wonderful feeling that a man can derive day after day when he has the right spirit of progressiveness, and also, as stated before, when he is blessed with good health—those are the two greatest things in this world.

"Wealth is nothing compared with these. While money will buy most anything but good health and happiness, it will not buy those two things, which are the greatest enjoyments, providing a person himself is willing to make the effort which is necessary to get the full extent of this happiness.

Yours truly,

(Signed) E. A. DARLING."

## SELLING THE CITY OFFICERS

It would be very interesting to read the experiences of all the boys in convincing City Councils and other Officials that the 'Sentry' Pumps are right and proper for installation on the street. Many times the city officials are not fully informed regarding the nature of gasoline and oil storage equipment that handles it satisfactorily and they need to be enlightened before they will grant permission for installations.

Mr. C. C. Claggett and Mr. H. W. Bell, both of the Washington District, have recently had experiences where it was necessary not only to sell the customer but to convince the city officials.

Mr. H. W. Bell called personally on the Mayor who in turn called a special meeting of the Councilmen who were in the Street Committee and the outcome was that Mr. Bell had his permission to install a 'Red Sentry' any place he could sell one in the town. Then Mr. Bell had to also convince his customer's landlord, calling on practically every insurance agent in the town to do so.

Mr. Claggett had a customer for a 'Red Sentry' and was also co-operating with him to get a building permit. In this instance the city officials were shown the danger of handling gasoline above ground in rather an unpleasant manner.

The local Transfer Company was delivering gasoline in drums and stopped the wagon on the street in front of a blacksmith shop. The smith was working at the forge and it was a hot day, causing the gas to form. When they untapped the drum up went the gas, causing an explosion from the forge, burning six men and seven horses. One of these men died and the others are said to be getting along very well. Now the question to remove all tanks from the streets is being considered.

## A CLOSE GUESS

"George Washington" read one of C. C. Fredericks' little girls from her history, "was born February 22, 1732, A. D."

"What does 'A. D.' stand for?" inquired C. C. F.  
The small girl pondered. "I don't exactly know," she hesitated, "after dark, I guess."



**EVEN IF CHICAGO SHOULDN'T WIN THE CUP SHE IS STEADILY PILING UP PACEMAKERS.**

**Mr. A. E. Darling, of the Chicago District, Was Elected a Member of the Pacemakers' Club on August 4th, With a Total of 503 Points to His Credit.**

**Pacemaker, September 28, 1912. Closed year with 635 Points.**

**Director, June 7, 1913. Closed year with 822 Points.**

**Pacemaker, December 19, 1914. Closed year with 504 Points.**

**Pacemaker, August 4, 1915. Closed year with — Points.**

Mr. Darling is a big man in every sense of the word. In the first place, he stands 6 ft. 5 in. in his stockings—in the second place, he is every inch a gentleman—and in the third place, he has been a consistent prize winner in the Bowser Organization ever since joining it, July 19, 1911.

Mr. Darling possesses that cheerful, optimistic and enthusiastic spirit that when coupled with hard work, achieves success no matter what are the obstacles in front of him. Speaking of obstacles, Mr. Darling has had his share but in spite of them, and perhaps because of them, he is where he is today.

Mr. Darling is imbued with a fine spirit of salesmanship. He considers the honor of becoming a Pacemaker each year of greater interest than wealth. In so thinking he accumulates both and it becomes a powerful factor in his sales work.

Mr. Darling, the Editor wishes to congratulate you heartily on your success this year and hopes that you will make it earlier next year which will mean that you will have made the Club five years in succession. Here's hoping.

#### **HARRISBURG INCREASES ITS MEMBERSHIP IN THE PACEMAKERS' CLUB**

**Mr. R. D. Leonard, of the Harrisburg District, Was Elected a Member of the Pacemakers' Club on August 8th, 1915, With a Total of 502 Points to His Credit.**

**Pacemaker, December 10, 1912. Closed year with 533 Points.**

**Pacemaker, October 15, 1913. Closed year with 586 Points.**

**Pacemaker, July 15, 1914. Closed year with 888 Points.**

**Pacemaker, August 8, 1915. Closed year with — Points.**

Here's another Bowser Salesman who believes thoroughly in "hustling." He is a consistent, persistent producer and has been a Prize Winner ever since his advent in the Bowser Sales Organization which occurred February 28th, 1912. You see from this that the very first year he was with us he became a Pacemaker.

Note particularly that each year he has added to his business and closed with a greater number of points than the year previous. This year will probably be no exception.

If you could see Mr. Leonard in action you could understand why he is a winner. He has the "come hither" look in his eye and a prospect cannot resist his pleasing personality. Mr. Leonard's orders are clean and his prospects are quickly made into Bowser users and boosters.

We congratulate you, Mr. Leonard, on your admittance into the Club and hope each year will see you there.

**EVIDENTLY CHICAGO IS BENT ON AGAIN HAVING THE LARGEST DELEGATION AT THE CONVENTION.**

**Mr. N. Mattingly, of the Chicago District, Was Elected a Member of the Pacemakers' Club on August 9th With a Total of 503 Points to His Credit.**

**Director, June 27, 1914. Closed year with 1664 Points.**

**Pacemaker, August 9, 1915. Closed year with — Points.**

It doesn't matter where you place Mr. Mattingly, he's of that type of specialty salesman that "makes good."



Mr. N. Mattingly.

He joined the Sales Organization September 5th, 1913, too late to make the Club that year. However, he had a flying start and as you see by his record, was Director (of the Denver District) in 1914. He was transferred to the Chicago District June 18th, this year. It took him some time to get his territory organized, but when he did, he began piling up the points very fast.

Mr. Mattingly is a very high-grade salesman. He delights in meeting new prospects and if a man needs our equipment, nineteen times out of twenty, "Matt," as he is familiarly known to his many friends, gets his name on the dotted line.

Here's our hand and the heartiest congratulations for your success this year and may next year see you well up in the front, among the executives of the Club.

#### **DALLAS IS DETERMINED TO MAKE A SHOWING AT THE PACEMAKER CONVENTION NEXT JANUARY.**

**Mr. W. W. Ince, of the Dallas District, Was Elected a Member of the Pacemakers' Club on August 11th, With a Total of 505 Points to His Credit.**

**Pacemaker, September 30, 1913. Closed year with 633 Points.**

**Director, December 4, 1914. Closed year with 549 Points.**

**Pacemaker, August 11, 1915. Closed year with — Points.**

You couldn't keep "Bill" Ince out of the Pacemakers' Club with a six horse team and a log chain.



Mr. W. W. Ince

He joined our Sales Organization on January 20th, 1913, and when he heard about the Pacemakers' Club he tightened his belt, took a long breath and a running start, and jumped in with both feet at the end of the year. He did even better the next year and this year is still with us. What he will do next year remains to be seen, but we have a hunch that he's going after a Directorship, if not something better.

"Oklahoma Bill's" happy smile has never quit working since he has been with us, and for that matter, neither has he—the results speak for themselves. He claims that his success is largely due to his "running mate" and we are inclined somewhat to agree with him. We all remember Mrs. Ince and her charming manner and enthusiastic boosting for everything pertaining to Bowser when she was here at the Convention in 1913. Remember, "Bill," the Convention will not be complete without her this year.

We want to congratulate you on your record and achievement so far and may you keep on going the balance of the year as you have done so far.



Mr. R. D. Leonard



## THE "PIKES PEAK" BOYS PRESENT THEIR DELEGATION WITH A JEWEL.

**Mr. R. D. Jewel, of the Denver District, Was Elected a Member of the Pacemakers' Club on August 14th, With a Total of 504 Points to His Credit.**

**Pacemaker, August 31, 1914. Closed year with 686 Points.**

**Pacemaker, August 14, 1915. Closed year with — Points.**

No watch is complete without its jewel and by the same token, a Bowser Convention without R. W. Jewel would be sadly minus.

There is no danger that this will occur as Mr. Jewel has again made the Club.



Mr. R. W. Jewel.

Mr. Jewel came with us in the very late Fall of 1913. Mr. Barnett picked out one of the hardest trips to make in the entire Mid-west section. Nothing daunted, Mr. Jewel tackled it and came through with a nice lot of business. He heard about the Convention in January, 1913, and made up his mind that he'd be there at the next one or know the reason why. He was here all right and we're glad to see him back again with us.

Mr. Jewel possesses great tenacity of purpose, a good deal of tact and is an indefatigable worker. Twice he has lost his sample case in floods but informed Mr. Barnett there would never be a third one as he'd bring it ashore or go down with it.

We don't know what his middle initial stands for in his name, but whatever it may be, it is synonymous with "Efficiency."

We congratulate you, Mr. Jewel, on your achievement and gladly welcome you again into the Club. Here's waiting until we see you at the Convention this coming year.

## ENGINEERING SALES DEPARTMENT SCORES HEAVILY IN ELECTING THEIR DIRECTOR TO THE PACEMAKERS' CLUB.

**Mr. R. S. Johnson, of the Engineering Sales Department Was Elected Director of the Pacemakers' Club on August 16, With a Total of 579 Points to His Credit.**

**Pacemaker, December 17, 1912. Closed year with 904 Points.**

**Pacemaker, December 16, 1913. Closed year with 672 Points.**

**Pacemaker, December 8, 1914. Closed year with 510 Points.**

**Director, August 16, 1915. Closed year with — Points.**

It's one thing to study a problem and another thing to transmit the information you get in such a

way that your prospect will know what you're talking about. If the rest of us were able to convey the information we possess regarding our equipment, the tanks especially, like "Bob" Johnson does, we would all be Pacemakers.



Mr. R. S. Johnson.

"Bob" has the happiest faculty of quietly and forcefully describing to a prospect how our tanks are made, so that his prospect actually sees the fine points and understands the difference between a Bowser tank and any others. "Bob" never has any trouble in selling a prospect Bowser tanks whether they be large or small. He makes a specialty of this phase of Bowser salesmanship and when here at the factory, goes carefully into every detail of manufacture so as to be right "up to the minute" on every improvement.

Intensive application and the ability to transmit the information intelligently is the secret of "Bob's" success.

We congratulate you on your achievement this year and every indication points, "Bob," that you will be a three-time tablet cutter. Now for your own sake don't let your foot slip.

## MANAGER LITTLE, OF THE FORT WAYNE DISTRICT, IS SURE SOME HAPPY THESE DAYS AS HIS PACEMAKER DELEGATION GROWS.

**Mr. W. H. Pritchett, of the Fort Wayne District, Was Elected a Member of the Pacemakers' Club on August 17th, With a Total of 502 Points to His Credit.**

**Pacemaker, August 17, 1915. Closed year with — Points.**

About the only noise Mr. Pritchett makes regarding his success is the sealing of another envelope containing an order or two. Mr. Pritchett is undoubtedly one of the most unassuming, quiet salesmen in the Fort Wayne District. He is one of these painstaking, thorough-going salesmen who is determined to master his business or die in the attempt.



Mr. W. H. Pritchett

He joined our Sales Organization January 11, 1913. He had always been in business for himself and had never associated himself with a large organization like ours. It was a hard matter for him to get started but with a stick-to-itiveness that is most creditable, fought the fight and this year has won out.

Mr. Pritchett never complained as to his territory but made his success by sticking close to his territory and intensively cultivating it. He is not what you call a "once-over man." He is the kind that makes a cold prospect into an enthusiastic Bowser booster even though he may not sell him for months after.

This year he had organized his territory to such an extent that he felt he was on the right road. The first evidence was the winning of the second prize in the "Roll of Honor Contest" staged by Mr. Little of the Fort Wayne District. This was an incentive to keep going and as a result he is today a Pacemaker among Pacemakers.

We congratulate you, Mr. Pritchett, on your first entry into the Club. We feel that now you have broken the ice so far you will continue to be a member as long as the Club exists and you are with us. Again we congratulate you on this achievement.

Our worthy President, C. R. Eggleston, is now doing special work in the Albany District, assisting the new salesmen and going where he is most needed generally.

Mr. P. W. Lawther, of the Dallas District is doing special work for the Dallas Office.

These two men have closed enough business this year to make them Pacemakers so we are sure to have them with us at the Convention the first of the year.

Good luck to you, boys, and may you train up new men in your own successful methods.

Station Agent—Get a street guide of our town for 10 cents.

J. E. Homsher—Ha! ha! Why, you have only one street in the town.

Station Agent—Don't you want to know when yer on it?

## PHILADELPHIA IS NO LONGER CLAMORING FOR ADMITTANCE INTO THE CLUB— IT ELECTS ITS DIRECTORS.

Mr. H. A. Vortigern, of the Philadelphia District, Was Elected Director of the Pacemakers' Club on August 24th. With a Total of 502 Points to His Credit.

Director, November 5, 1914. Closed year with 570 Points.  
Director, August 24, 1915. Closed year with — Points.

The Philadelphia District doesn't cover as much territory in square miles as any of the other Offices, nor has it a very large sales organization. However, all of its members are good, "live wires" and everything goes to show that size hasn't anything to do with sales results.



Mr. H.A. Vortigern

ing our line simply because he sticks to the proposition in his territory, making friends with all.

Mr. Vortigern is very thorough in his work and is as "strong as horseradish" with prospects in his district.

As you know, he had an operation for appendicitis this summer. During his illness he sold over sixteen points of business by telephone. That's going some for a man in the hospital on the flat of his back. If "Shorty" can do this much in the hospital it isn't any wonder that he's a Pacemaker when out on the field.

Congratulations, Mr. Vortigern, on your achievement. Here's hoping that you will represent Philadelphia as its Director every year.

## IT NEVER RAINS BUT IT POURS—HERE'S AN OTHER ADDITION TO THE CHICAGO DELEGATION.

Mr. C. J. Rogers, of the Chicago District, Was Elected a Member of the Pacemakers' Club on August 26, 1915, with a Total of 507 Points to His Credit.

Pacemaker, August 26, 1915. Closed year with — Points.

To know Mr. C. J. Rogers is to recognize a clean-cut, conscientious



Mr. C. J. Rogers.

sales and business man. Mr. Roger's work has been of such high character that even though he joined the organization December 1st, 1914, he has accomplished results that have made him a Pacemaker and gained for him the recognition as a specialty salesman of the highest order of merit.

To make a success playing golf, it is necessary to be a gentleman in all that the word implies. It requires steadiness and honesty, combined with ability and persistent enthusiasm. Charlie plays a good game of golf and is strongly interested in it. He makes selling a game and counts each prospect a "green." When he secures the name on the dotted lines he "holes out" in "bogey."

Recently he has purchased an automobile and when he is not trailing a prospect he's burning up gasoline between his residence and the Golf Club. He is a worker of the A-No. 1 class, young, efficient, dependable, and under no circumstances lets amusement interfere with business. Like our strenuous Ex-President Roosevelt, he works when he works, and plays when he plays.

We congratulate you, Mr. Rogers, on your admittance into the Club and extend a hearty welcome to the coming convention.

## NOW TORONTO STEPS INTO THE LIMELIGHT BY ELECTING ITS DIRECTOR TO THE CLUB.

Mr. E. J. Murphy, of the Toronto District, Was Elected Director of the Pacemakers' Club on August 26, 1915, with a Total of 506 Points to His Credit.

Pacemaker, December 18, 1912. Closed year with 503 Points.

Pacemaker, October 17, 1913. Closed year with 552 Points.

Director, August 26, 1915. Closed year with — Points.

Mr. E. J. Murphy, better known to his brother salesmen as "Congenial Smiling Murphy," is one of the Bowser veterans of the Canadian Sales Organization, having been in our employ successfully for nearly nine years.



Mr. E. J. Murphy's territory is known as the "Niagara Peninsula." This is said to be the garden spot of Canada. In view of the fact that Mr. Murphy has had a most successful business, being high man in Canada a great part of the year, it is evidently also a garden spot for S. F. Bowser & Company, Inc.

Mr. Murphy's hobby is baseball. He is known to be one of the greatest "fans" in Toronto. He surely has a keen eye and when he "stands at the bat" before a prospect, he's the "Ty" Cobb of the Canadian Sales Organization.

Congratulations, Mr. Murphy, on your achievement this year and may you continue on the upper, onward road to greater results in Canada.

## ONE MORE ADDED TO THE REST AGAIN IN CREASES CHICAGO'S DELEGATION.

Mr. R. E. Clement, of the Chicago District, Was Elected a Member of the Pacemakers' Club on August 31st, With a Total of 503 Points to His Credit.

Pacemaker, August 31st, 1915. Closed year with — Points.

When we say that Mr. R. E. Clement is a hard worker we ought to capitalize each letter in "worker." Not only is he a hard worker but he works with intelligence and is insistent on achieving results.

For example, he joined our Sales Organization June 2, 1914. When he heard of the Pacemakers' Club he didn't say much but from every indication and the few remarks he did drop, you could see he had made up his mind to strive to get into the Club last year. He was well on his way toward achieving this object when the war and "psychological business" troubles arose in his territory and slowed him up in the effort. However, he closed the year with 217 points to his credit. By the time he had adjusted his sales arguments to the changed business conditions it was time to start the new year, which he did with vim, interest and determination. He has now "arrived" and we heartily congratulate him on his achievement.

Mr. Clement drives a Ford car and believe us, he drives it. He is on the road continually and the results show that his efforts have made him a winner. His wife accompanies him on many of his trips. Undoubtedly her cheerful presence and sympathetic



Mr. R. E. Clement.

interest has helped him over many a rough sales road.

Mr. Clement, here's a hearty welcome to your entrance into the Club. At the coming Convention may you and Mrs. Clement together enjoy to the fullest extent the fruits of your victory. We trust we will have the pleasure of meeting you both at the time.

### AN ALPHABETICAL DOGGEREL INTRODUCING TO YOU THE ALBANY MEN—A GREAT BUNCH OF GOOD FELLOWS—GET ACQUAINTED.

**A** stands for Adams, works the "Nutmeg" State,  
Out hustling for orders, both early and late.



**A** is also for Alden; quite some  
avoidupois,  
But on the trail of a prospect he's there  
with the boys.

**C** stands for Cassidy who works up in  
Maine,  
He goes after orders in sunshine or rain.

**C** is also for Chamberlain, our man in Elmira,  
For fame as a hustler he's sure an aspirer.

**C** stands for Clark from the "City of Beans,"  
His profits from business will hold down his jeans.

**C** stands for Collins, our Buffalo man,  
To hard luck tales he ties the tin can.

**D** stands for Dalgaard, away down on the Sound,  
His scent of a prospect's as keen as a hound.

**D** stands for Devereux, F. Willard, you know,  
Always writes a clean business and rakes in the 'dough'

**D** while we think of it, stands for De Place,  
He's a likely "dark horse" in the Pacemaker race.

**D** also means Dudley, from old Springfield, Mass.,  
His name on the Honor Roll shows you his class.

**E** stands for Eggleston, known as "Eggie" for short—  
Our Pacemaker President—he's just the right sort.



**E** is also for Elliott,—works the City of  
Kodaks,  
The way he gets business is slicker than  
borax.

**H** stands for Hale—hale and hearty? You  
bet!  
Hale's out for the business, be the day  
dry or wet.

**H** is also for Hemenway—works Schoharie and Greene,  
A smoother man after orders never was seen.

**H** stands for Howard, who works down in Worcester,  
He sure gets the "biz" just as smooth as he "uwater."

**K** stands for Kammerer, Johnny right on the spot,  
Just show him a prospect—he'll take a snap shot.

**K** is also for Kennedy—a Celt, who is keen,  
Out for business in Middlesex, he'll get it I ween.

**L** stands for Locke,—a safe man is he,  
Snap this Locke on a prospect—an order's the key.

**M** for McGibeny, away down on Cape Cod,  
He'd dig up an order from neath virgin sod.

**M** for MacKinnon; from Rutland he hails,  
Great Scotchman is Mac,—red hot after sales.

**M** once again stands for Marsh, W. A.,  
He'll "bring home the bacon"—You hear what we say!



**O** for O'Brien—Welcome back to the fold,  
From the City of Salt, he salts them down  
as of old.

**P** stands for Petts—he of "Chief Sentry"  
fame,  
On him place your bets, he'll sure win the  
game.

**R** is for Richardson—works the old "Granite State,"  
The way he gets business is certainly great.

**R** is also for Ring, whose praise we all sing,  
As a big order writer he sure is a king.

**R** stands for Robbins, for whom we list' in the Spring,  
When down to "brass tacks" he's right in the ring.

**R** is also for Roberts, who lives down the river  
He slices off business like a butcher does liver.

**R** Stanley Roberts, whose traits are the same,  
The R's in our alphabet all point to fame.

**S** stands for Seymour, away down in R. L.,  
You can't beat him on forty-ones hard as you try.

**S** is also for Shirk, whose name's a misnomer  
Down on the Maine coast where each wave is a comber.

**S** stands for Sias, who is some politician,  
Down in Essex he works, getting "biz" is his mission.

**S** is also for Simpson who is out after money,  
The way he scoops up dollars surely is funny.

**S** stands for Schuster—works the old  
Berkshire hills,  
He rolls up the business as a doctor does  
pills.

**V** for Van Namee certainly stands,  
He'd write a good "biz" if you tied both  
his hands.

**W** Wetherbee ends our alphabet, our limerick, and all,  
Did we not shout his fame we'd surely be small.

### A CORRECTION.

In the September 1st issue of the "Boomer," Page 54,  
we show an installation of a "Chief Sentry" outfit and  
a Cut 63 Lubricating Oil Outfit on casters, stating  
that this was made for Peters, Bros. Auto Co.

This is in error as Peters Bros. has never used our  
equipment and are out of business today. This sta-  
tion is one of several in Houston owned by the Gulf  
Refining Company.

We regret that proper credit was not given to the  
Gulf Refining Company for this display.

\* \* \*

Manager George H. Hastings, of the St. Louis Dis-  
trict, is the proud and happy father of a little  
daughter.

Now that this new responsibility has been added  
to him he says nothing will satisfy the family than  
that St. Louis captures the Cup this year. We can  
hear the rest of the organization saying: "All right,  
let George do it."

\* \* \*

When Max Heintze was in the office, couple of  
weeks ago, he said he was going to be a Pacemaker  
this year sure. Well, we guess he is. On the 6th  
he made one 15 point and one 13 point store sale,  
and on the 7th another 13 pointer.

Good work, Max, "Old Scout." When you get to  
be Louisville Director you can boss "Ernie" around  
just like he was your own little boy.

\* \* \*

Mr. C. A. Weego, who recently began work under  
the Chicago District, has started right. One of his  
late contributions is a 13 point store order.

If We(e)go, after enough of such things Weego  
will be a Pacemaker.

\* \* \*

Here's another man with money. Salesman R. E.  
Tomlinson, of the Dallas District, has been laid up  
in the hospital with appendicitis. His money gave  
out and he's back again on the territory, well and  
happy.

Salesman E. Steinhauer, of the Fort Wayne Dis-  
trict, says regarding his territory:

"This is a great 'gas' country—average sale of  
kerosene two barrels per year. The hills are so  
straight it is necessary to lie on your back to see  
the sun."

Cheer up—not nearly so bad as if you had to stand  
on your head to walk.



## MORE THAN DOUBLED THEIR SALES.

Terre Haute, Ind., August 20, 1915.  
S. F. Bowser & Co., Inc.,  
St. Wayne, Ind.

Gentlemen: We are in receipt of your favor of the 19th inst., relative to the installing of a 1000-Gallon Tank with measuring pump.

We wish to inform you that we have already installed the outfit and it is giving us excellent service. We feel that we have more than doubled our sales since the installation.

Yours very truly,  
(Signed) TERRE HAUTE AUTO COMPANY.

## HE PUMPED SO MUCH OIL THAT HE WORE OUT THE CYLINDER.

Fort Recovery, Ohio, Aug. 19, 1915.

Mr. Bowser,  
St. Wayne, Ind.

Dear Sir: I think it is about 28 years since we bought an oil tank and pump from you. Our tank is in good shape since we had it rebuilt, but the cylinder to the pump is worn out. What would be the cost of a new cylinder and valve?

Now don't try to sell me one of your improved outfits as I would like to use the old one as long as I live or as long as I am in business.

Yours,  
J. L. ANTHONY.

Good old C. M. Carpenter—fine work! What do you think of this, men, for two private garage orders in Detroit:

Sold to Mr. E. L. Ford:  
1—10-bbl. Cut 41 for gasoline.  
2—2-bbl. Cut 41's for kerosene and lubricating oil.

Sold to Mrs. J. B. Schlotman:  
1—10-bbl. Cut 41 for gasoline.  
2—2-bbl. Cut 41's for kerosene and lubricating oil.

This is what we call equipping a garage right.

C. C. Claggett, of Washington District, spent the day with a prospect recently and put in his time helping to build his garage. He unloaded cement, wheeled gravel, cracked stones and jokes, and finally, at five o'clock, the prospect said, as he couldn't get rid of him, that he might write him up for a 5-barrel "Red Sentry."

While Mr. Claggett and his customer were riding home in the car, Mr. Claggett showed him his need for a 10-barrel outfit instead of the 5-barrel. They got off the car, and in the doorway of the Union National Bank, re-wrote the order for a 10-barrel outfit.

This was "going some." He would like to know if anyone can tell him how to sell quicker.

More push than ambition is needed to carry the load.

If a man has brains he is seldom called upon to submit the proof.

## THE GREAT CANADIAN EXHIBITION.

Toronto, Ont., Aug. 31st, 1915.

Dear Mr. Townsend:

This week and next the great Canadian Exhibition is on in Toronto. This exhibition is equivalent to a World's Fair. Its annual attendance in years gone by has been about 200,000 daily, and we expect to receive, as we have in the past, a large number of good prospects. We have two exhibits, one in the Process Building and another in the Transportation Building. Messrs. Murphy, A. McIntosh, A. E. Moffatt, Sears and Cornell are official demonstrators. Mr. K. N. Mcintosh and wife, of Sydney, N. S., and Mr. C. H. Knodell, of St. John, N. B., will next week visit the Toronto factory for the first time, which will not only afford them opportunity of becoming better acquainted with the Bowser line, but will also enable them to see the great Exposition.

Yours very truly,  
(Signed) W. R. HANCE.

WRH:WM

## BOWSER SYSTEM AS AN ADVERTISER.

August 24th, 1915.

"Dear Mr. Townsend:

"I saw a good location on the Santa Fe Trail in the Arkansas Valley several miles from the nearest town, right in front of a farmer's house. I found he had two children and after talking with him a short time it was very apparent that those kids were the apple of his eye.

"I pointed out to the farmer that by installing a Bowser Gasoline System in front of his house and letting the two children look after the sale of gasoline and oil, they could use the profits for sending them through college. I figured it all out for him, he talked it over with his wife, she agreed and he signed the order.

"I do not know whether this is a new argument or not, but I am sure that it is one that will 'hold water' and will bind the sale a good many times and possibly open up a new field for Bowser Equipments.

"Yours very truly,  
(Signed) "R. W. JEWEL."

RWJ:mm

A clipping taken from "The Daily Mail," Hagerstown, Md., the home of our A. G. Hartgen, of the Harrisburg District, issue of Wednesday, August 25th, is headed, "Cumberland's Mayor is Peeved; Sore at Hagerstown Progress."

It goes on to give some "odious comparisons" and finally, in one paragraph, it states:

"Mayor Koon (Cumberland's Mayor) doesn't believe in having gasoline pumps along the sidewalks to provide accommodation for motorists; but Hagerstown does. This city has a number of these devices and they are a great convenience. When Peter E. Wright, of Cumberland, asked the mayor of that city for a permit to install one he was told that 'no city of any size' permitted them; but Hagerstown is a city of considerable size and Mr. Wright, who had been here a few days before, looking over our wonderful city, so told Hizzonner."

## ON THE DIXIE HIGHWAY —TOLEDO'S NEWEST— GASOLINE and OIL STATION

The Only Filling Station in the City Supplying Gasoline Through the New

### BOWSER CENTRIFUGAL FILTER

Making It Impossible to Get Water or Any Other Impurities in the Tank.

THIS NEW SYSTEM COMBINES

**SPEED with ACCURACY--CONVENIENCE**  
**with SAFETY--QUANTITY with QUALITY**

DRIVE IN, OR STOP AT CURB

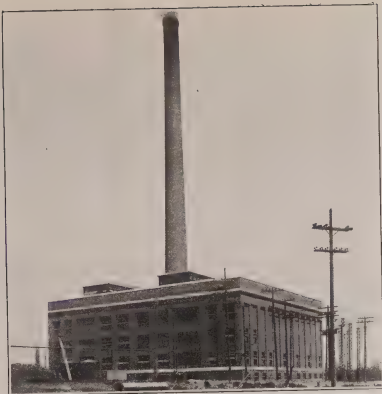
## GREAT TRAIL GAS & OIL CO.

High Grade Oils and Greases.

Free Air and Water.

DETROIT AVE., Head of COLLINGWOOD  
Between City Boulevard & Ottawa River

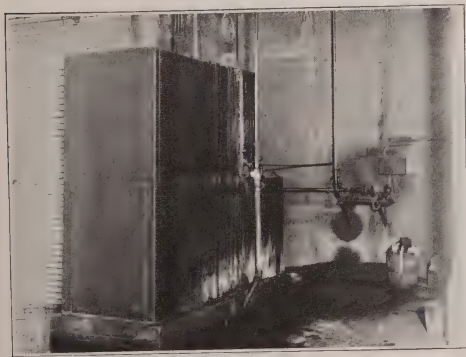




Exterior view of the fine Power Plant of the Northern Indiana Gas and Electric Co., East Chicago, Illinois. The engines here are served by our 5F-312 Batch Oil Filtration System.



Engine Room and Power Plant of the Northern Indiana Gas and Electric Co., East Chicago, Illinois. Note Mr. Knoche standing alongside of our 5F-312 Filtration System. This will give you some idea of its size. Mr. Knoche is 6 ft. 2 in. in his stocking feet and the system is 3 ft. over his head.



A close view of our 5F-312 Batch Oil Filtration System as installed in the Northern Indiana Gas and Electric Company's plant, East Chicago, Illinois.

Salesman W. E. Tousley, recently closed a nice nine point store order for a Cut 1 and a Cut 41 Outfit.

Messrs. R. G. Fisher and H. U. Earle, of the Denver District, who have been off duty for some six weeks on account of hay fever and asthma, are back in the field and giving good account of themselves.

Fiddlesticks, we thought folks went from Indiana to Colorado to escape hay fever.



Another view in the Power Plant of the Northern Indiana Gas and Electric Co., East Chicago, Ills. Note our three Cut 64's which replaced the primitive methods shown on the right. Contrast the "Bowser way" with the "old way" and note the vast improvement.

Mr. J. M. Roy is a new recruit in the Canadian District. Mr. Roy has been a Cash Register salesman and will cover territory known as the Eastern Townships. He successfully sold Cash Registers for thirteen years so we will look for big things from him handling the Bowser line.

James Ward on August 13th sold a 23 point Public Garage order and on the 16th a 21 pointer.

James certainly should have rested well over Sunday.

We noticed a nice Store order from Mr. F. E. Bragg, amounting to about 10 points. Nothing to brag about at all, simply nice business.

When reporting on daily report slips of August 11th, our Mr. J. H. Robbins, who covers territory in Central New York, writes as follows concerning M. F. Boorn & Son, who run a general store at East Worcester, Otsego County, N. Y.;

"Subject building new store. Were burned out this summer. When placing his order Mr. Boorn said: I have used the old Bowser pump for 18 years and it worked as good as ever until it burned I can buy a cheaper outfit but am afraid it won't work. I KNOW A BOWSER."

Salesman F. R. Gervers, of the Louisville District, recently closed a nice 36-point order. He is a new man in the Sales Organization and is to be congratulated on his achievement. It doesn't take many such orders, "F. R.," to put you among the Pace-makers.

#### LAMP ATTACHMENT FOR CUT 241

I suggest a sales talk on subject:

"Mr. Dealer, now the nights are lengthening is the time to give the 'High Sign' to auto drivers just where to stop for supplies.

"It tells them in ample time to think over what they want at YOUR place; it proves a friend who works for you by day, and silently signals 'Hello!' at night. Do you know, Mr. Dealer, that most of us like a friend BOTH ends of the day and this lamp proves a FRIEND to both seller and buyer.

"Drop me a postal card and I will come along."

With personal regards.

Yours truly,

(Signed) S. J. REDFORD.



Very recently we received a copy of Sales Bulletin No. 74 as sent out by Mr. C. C. Barnet, Manager of the Denver District. Inasmuch as this is exceedingly timely we are passing it on for your benefit. It is as follows:

SALESMEN DENVER DISTRICT. Denver, August 17, 1915.

SUBJECT: A SALES ARGUMENT.  
SALES BULLETIN NO. 74-A.

Your undivided attention is directed to the enclosed letter sent out to Ford Agencies from the Cincinnati Branch, being a reprint from the Motor World. This is certainly a lively sign of the times and a splendid move in the right direction.

It occurs to us very strongly that you can make mighty good use of this letter in talking cleanliness.

Yours very truly

(Signed) C. C. BARNET.

CCB/SF

Reprint from Motor World.

**FORD MOTOR COMPANY**  
Automobile Manufacturers  
Cincinnati.

Henry Ford, Pres.  
James Couzens, V.-P. and Treas.  
F. L. Gilling-Smith, Sec'y.

July 22, 1915.

Cincinnati Branch  
Limited and Sub-Limited Agents.  
DIRT

Gentlemen: The time has passed when, any self-respecting merchant handling any recognized line of merchandise can afford to have his place of business open to any criticism whatever on the grounds of uncleanness.

Certainly the time has passed when the Ford Motor Company will longer permit this condition to exist among its dealers. This applies to Salesrooms, Garage, Shop and TOILETS.

The order has gone forth directly from headquarters that the contract of any dealer, regardless of his size, is to be summarily cancelled if he is found conducting his business in an uncleanly place or manner, and on August 1st, special men, starting from Detroit, are going to travel over the territory of every Branch to report on this one condition alone.

THIS IS FAIR WARNING.

If you care to continue handling our product, your place of business (regardless of any local disadvantages you may have)

MUST BE CLEAN

as we are prepared to let a given territory go without representation rather than to have our line handled in a dirty manner.

We also object to having the Salesrooms littered up with accessories. If you handle accessories they must be kept in an orderly manner and in such a way and place as not to force themselves upon the attention of the purchaser and cause him to believe that after buying a car he must still spend an indefinite amount of money for what, from our point of view, is "JUNK."

Look your place over carefully and at once. Try to see it as it appears to us; then "CLEAN UP AND KEEP CLEAN," for there will be no appeal from the decision of the Home Office inspectors on this point.

FORD MOTOR COMPANY.

(Signed) F. E. McClure.

Manager.

FEM:TC5

The Store and Garage Sales Department has increased its force considerably by the addition of Messrs. M. G. Crannell, from the Boston Office, and R. R. Safford, of Chicago.

Mr. F. W. Albright, who has so successfully handled the Stationery Stockroom at the Home Office for the past year and a half, has been promoted to the Sales Department and will work alongside of the gentlemen named above.

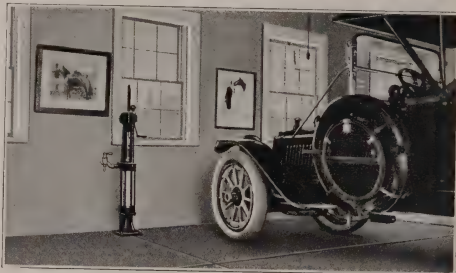
### LINCOLN HIGHWAY ROUTE

We received some time ago a copy of a Washington paper, stating that Washington, D. C. and Baltimore, Md. would be placed on the Lincoln Highway.

In order that there might be no confusion regarding this, we wrote the Lincoln Highway Association and they advised us that these two cities are not and will not be on the Lincoln Highway, so we should be governed accordingly in making sales of Lincoln Highway Pumps.



Exterior view of H. W. Biggs' Home and Garage, Judyville, Ind.



Interior view of private garage of H. W. Briggs, Judyville, Ind., showing Cut 41 Pump installed.

Conditions in the Canadian West at this time are very optimistic, indeed. It is expected the largest oat and wheat crop ever raised in the Canadian West will be harvested. The weather during the past few weeks has been ideal, and if old King Frost will remain North of the Arctic circle for two weeks longer, the Canadian West will be in a very happy frame of mind, resulting in their being more agreeable to purchasing necessities of life such as Bowser tanks. A number of our Western salesmen look forward to an immediate increased business, resulting in their shortly becoming Pacemakers. Not only does our crop in the Canadian West affect our Western salesmen, but it will likewise affect our Eastern Canadian salesmen favorably.

We noticed recently a nice Public Garage order from Mr. J. F. Patterson calling for a Cut 241 Out-fit with Lamp Attached.



A fine view of a "Chief Sentry" installation made for Conrad Bros. Company (Ford Agents), Stanton, Pa.



INDIANAPOLIS TRADE JOURNAL, SATURDAY, JULY 31, 1915.

## Gasoline Must Be Underground.

The offices of the State Fire Marshal are being flooded with inquiries from over the state as a result of recent wholesale orders to retail dealers that gasoline storage tanks, containing more than ten gallons, must be placed under ground. Forty days' notice have been given in a large number of cases and prosecutions are to be pressed if the order is not obeyed.

A large number of communications have been received from private owners of gasoline, many being out-of-town owners of automobiles who buy gasoline in large quantities and store it in light metal tanks or ordinary oil barrels. John W. Minor, Jr., deputy state fire marshal, states that thus far the efforts of the department have been confined to seeing that the gasoline handled by retailers is safeguarded. The law is being enforced in this regard as it has been shown to be by far the major risk or fire hazard. The law applies in all cases, however, where gasoline in excess of ten gallons is stored within fire limits.

Inquirers are being informed that outside the fire limits of cities and towns it is permissible to store gasoline above ground provided tanks are constructed of metal of a prescribed thickness and equipped with a proper pump for removing the gasoline. A pamphlet containing the rules and regulations compiled by the department for the safe handling and storage of gasoline is furnished free on request by the state fire marshal.

A general disposition has been shown by dealers to obey the orders issued by mail or in person by deputies from the fire marshal department. A large number of dealers also have deemed the warning through the newspapers as being sufficient and are installing underground tanks.



Salesman R. D. Leonard and his "Chief Sentry" installed in front of H. L. Stettler's store, Woodlawn, Pa. He also sold a "Chief Sentry" and two Cut 125's for lubricating oil to the leading undertaker at Beaver Falls. This was some undertaking, believe us.

## GASOLINE IS IGNITED.

*Wayne Int. Sentinel 7/12/15*

When an electric light bulb burst in the garage of George Viberg, 402 East Wayne street, at 10:20 o'clock Sunday evening, it caused a pan of gasoline to explode. The canvas used to cover the automobile caught fire and in endeavoring to extinguish it Mr. Viberg had one of his hands painfully burned. The fire department was called and the blaze was extinguished without any great loss.

Great! Scott. This is not an exclamation but congratulations to G. W. Scott, of the New York District, for ten days' work. From July 20th to July 30th, Mr. Scott made eight sales, totaling over 100 points.

Great! Scott.—Great Work! Try it again.

## THE HOME ZOO

"Everybody in our family is some kind of an animal," remarked little Joseph Zahrt, son of "W. G." "What do you mean?" asked his mother. "Why, Mother, you're a dear, you know." "Yes, Joseph." "And baby is mother's little lamb, I'm the kid, sister is some chicken and dad's the goat."



The "Chief Sentry" as installed for Service Station No. 2 of the Prairie City Oil Company, Ltd., Winnipeg, Canada.

\* \* \*

The third day out, Salesman A. Goodrich, of the Harrisburg District, took a nice fat order netting him 8½ points.

# Branch Office Standing

36th Week Ending September 11th, 1915

## Senior Offices

1. FORT WAYNE ..... E. J. Little, Mgr.
2. CHICAGO ..... T. D. Kingsley, Mgr.
3. ALBANY ..... W. M. Mann, Mgr.
4. DALLAS ..... B. L. Prince, Acting Mgr.
5. FRISCO ..... D. S. Johnson, Mgr.
6. HARRISBURG ..... R. S. Colwell, Mgr.
7. ST. LOUIS ..... G. H. Hastings Mgr.
8. TORONTO ..... W. R. Hance, Canadiana Mgr.
9. ATLANTA ..... W. H. Brown, Mgr.

## Junior Offices

1. DENVER ..... C. C. Barnett, Mgr.
2. WASHINGTON ..... A. W. Dorsch, Mgr.
3. NEW YORK ..... H. C. Carpenter, Mgr.
4. LOUISVILLE ..... E. J. Gallmeyer, Mgr.
5. PHILADELPHIA ..... I. L. Walker, Mgr.

The following extract taken from Mr. E. H. Josse-lynn's letter, of the Washington District, is self-explanatory:

"Mr. Dorsch has been away on the territory on a ten days' recruiting trip and we expect by the time he gets back to have a full standing army at the Washington District and capture the Cup and keep it well defended the balance of the year by large calibre orders from the boys of the Washington District.

\* \* \*

Salesman, A. D. Wyckoff, has recently been sending in a number of nice Railroad orders. None of the 800 point kind but just those nice orders that taken together make a fine steady business.

## AND STILL THEY COME.

"My Dear George:

"I notice in the last issue of the Boomer that Mr. Little is preparing his speech of acceptance for Branch Office Loving Cup and from a letter I have just received from Billy Mann at Albany, I judge that he is doing the same thing.

"I suggest that both of these gentlemen make their speeches now and send me a copy of same. I might get some good ideas for MY speech, which I intend to make at the Convention in January, 1916.

Yours very truly,

(Signed) T. D. KINGSLEY,  
District Manager.

TDK-VW

## Standing of Forty High Men, September 11, 1915

Salesman's Name.

Office. Salesman's Name.

Office. Salesman's Name.

Office.

1. R. S. Johnson
2. W. V. Crandall
3. R. T. Lawrence
4. C. R. Eggleston
5. W. B. Stamford
6. R. G. Fisher
7. G. H. Reuben
8. R. Coddington
9. H. A. Leonard
10. H. A. Vortigerna
11. A. E. Darling
12. A. G. Hartgen
13. R. W. Jewel

14. E. L. Milliron
15. C. C. Fredericks
16. F. W. Devereux
17. N. Mattingly
18. J. J. Manning
19. S. F. Taylor
20. E. J. Murphy
21. F. M. Kennedy
22. W. H. Pritchett
23. N. A. Ring
24. G. P. Stovall
25. W. A. Merrill
26. L. W. Cheney
27. R. D. Leonard

28. S. A. Collins
29. J. J. Connelly
30. H. T. Purdy
31. C. J. Rogers
32. W. H. Ladd
33. G. W. Scott
34. R. E. Clement
35. F. H. Richardson
36. M. C. Benham
37. J. G. Roberts
38. W. W. Ince
39. J. F. Arnold
40. J. F. Vonderembse

## Five High Men (Not Pacemakers) by points in each District Sept. 10, 1915 (Districts Listed Alphabetically)

### ALBANY

1. F. H. Richardson
2. G. W. Elliott
3. J. G. Roberts
4. S. A. Collins
5. S. Roberts

### DALLAS

1. J. M. Tucker
2. Ed. Haas
3. R. L. Matthews
4. J. C. White
5. C. M. Sigler

### FORT WAYNE

1. C. C. Wolfe
2. O. O. Koogle
3. J. O. McCracken
4. W. D. Pyle
5. T. C. Potts

### NEW YORK

1. W. H. Ladd
2. G. W. Scott
3. H. Dalggaard
4. F. H. Peeples
5. F. J. Libbey

### SAN FRANCISCO

1. J. F. Arnold
2. W. B. Jameson
3. W. C. Smith
4. E. R. Bird
5. E. F. English

### ATLANTA

1. M. Bedingfield
2. E. B. Bachman
3. T. F. Matthews
4. R. W. Maxey
5. L. W. Crow

### DENVER

1. J. F. Vonderembse
2. A. M. Lucas
3. F. H. Kilver
4. H. U. Earle
5. J. H. Wilson

### HARRISBURG

1. J. M. Prigg
2. W. B. Offerle
3. C. P. Law
4. M. A. De Sousa
5. K. F. Hessenmueller

### PHILADELPHIA

1. W. M. Booker
2. J. P. O'Neill
3. W. J. McKeon
4. O. L. McCurdy

Note: (Only Four active.

### TORONTO

1. T. H. Rhodes
2. N. Paquette
3. J. W. Merickel
4. H. T. Stearne
5. W. Hickingbottom

### CHICAGO

1. M. C. Benham
2. G. W. Allen
3. W. P. Shepherd
4. R. L. Duncan
5. G. H. Schnabell

### ENG. SALES

1. W. B. Stamford
2. E. L. Milliron
3. S. F. Taylor
4. J. J. Connelly
5. W. A. Armstrong

### LOUISVILLE

1. Max Heintze
2. D. Moore
3. C. W. Wilson
4. J. W. Dickason
5. W. V. Wheeler

### ST. LOUIS

1. C. C. Fredericks
2. W. E. Toussley
3. W. C. Sutton
4. G. P. Dickey
5. J. F. Goran

### WASHINGTON

1. D. W. Darden
2. J. T. Gibbons
3. H. W. Bell
4. A. L. Corbin
5. W. S. Stoner

Salesman G. Cecil Boulton, of the Fort Wayne Sales District, in Three Characteristic Poses.



THE APPROACH



THE ILLUSTRATION



THE ORDER



"MA" AND "BILLY" SUNDAY AND MR. S. F. BOWSER "THE OLD MAN"

## "Billy" Sunday at the Home Plant

The Factory, Office Force and Many Neighbors Assembled at one of the Company's Periodical Shop Meetings in the Factory, on the Company's Time, from 1 to 3 o'clock, Aug. 30, 1915 to Hear "Billy" Sunday the Noted Evangelist of Winona, Lake, Indiana

"Billy" Sunday, the world's most noted evangelist, spoke before over 3,000 people, composed of the Factory, Office Force and Neighbors, assembled in one of the main rooms of the Home Plant, between one and three o'clock, Monday afternoon, August 30th, on company's time. All business at the factory was suspended during the meeting. Every member of the organization from the "Old Man" down to the smallest office boy, and from Mr. Grosvenor, the Factory Manager, to the youngest apprentice, together with many of Fort Wayne's citizens, were present to hear this most noted preacher as the guest of the Company.

With "Billy" came "Ma" Sunday and Mr. and Mrs. Loren Jones, who were here last winter with the Lyon Evangelistic party. Mrs. Jones took her usual place at the piano and Mr. Jones led the singing. Mr. Jones was called back several times after he had rendered his first solo.

Mr. Jones spied Patrolman Wilmuth in the audience and asked him to sing the song, "Jesus Included Me."

Then Mr. Jones sang another song, "I Walk With the King," which was followed by one of his favorites, "It Is Good Enough For Me."

The Bowser Gasoline Quartette, composed of factory employees, Messrs. John H. Robertson, E. C. Monroe, S. L. Wass and C. V. Cole, rendered a selection which was enthusiastically received.

Promptly at one o'clock Mr. S. F. Bowser, the "Old Man," stepped to the center of the platform and said in part as follows:

### Mr. Bowser's Introduction

"Now let us come to order, boys. This is about the first time you saw me since the other meeting. I have been going some and been out of the city a great deal. I like to run around through the shop, but when I have not time, I cannot do it.

"You might think I have been out fishing. Well, when I do come home I generally bring something with me in one way or another and I have returned today with something real (pointing to "Billy" and "Ma" Sunday)."

(Continued on Page 92)



## ST. LOUIS DIDN'T WAIT FOR THE FIRST FROST TO BREAK THE ICE BUT ELECTED ITS DI- RECTOR BEFORE THE SNOW FLIES.

**Mr. C. C. Fredericks, of the St. Louis District, Was Elected Director of the Pacemakers' Club on August 24, With a Total of 500 Points to His Credit.**

**Director, August 24, 1915. Closed year with — Points.**

In capturing the Directorship of the St. Louis District, Mr. Fredericks has set a record that will, we believe, stand for this year at any rate.



Mr. C. C. Fredericks

He started to work, according to our sales records, on March 15th, but in reality didn't get into his territory and settled until April 1st. In less than five months Mr. Fredericks, from a standing start, without one Pacemaker point to his credit, has secured the necessary 500 points and today is Director of the St. Louis District. And this in a territory that has not produced a Pacemaker since the organization of the Club.

If any man had obstacles to overcome in his territory, Mr. Fredericks had more than his share. However, he is a man that never looks for favorable conditions, is a real optimist, and an enthusiastic worker. He has the utmost faith in his own ability and creates a market wherever he goes. He has the ability of securing the confidence of his trade, who seem willing to leave their purchases entirely to his decision. They accept his opinion on matters pertaining to their own business and look upon him as an expert in our line.

Mr. Fredericks is a lawyer by profession and a Bowser salesman by desire. He has had the advantage of a thorough training at the Home Office where he was employed in various capacities for over a year before he took the field.

Mr. Fredericks' record is worthy of special mention and the Editor recognizes this and congratulates him on this achievement. May you stick to it and repeat this coming year and be among the top-notchers.

## NOW THAT THE ENGINEERING SALES HAVE ELECTED THEIR DIRECTOR, THEY WANT TO INCREASE THEIR MEMBERSHIP.

**Mr. W. B. Stamford, of the Engineering Sales, Was Elected a Member of the Pacemakers' Club on September 1, With a Total of 500 Points to His Credit.**

**Pacemaker, September 1, 1915. Closed year with — Points.**

As a student at Cornell University, Mr. W. B. Stamford took a most active interest in athletics and was a member of one of the splendid rowing crews turned out by that college. Not only was he interested in this branch of athletics, but Mr. Stamford is an enthusiastic golf player and has no trouble in holding his own with the best of them at the Philadelphia Country Club.



Mr. W. B. Stamford

Now, when we tell you that he graduated from the college well up in his class, and has proven himself to be a man of splendid technical knowledge,

you will readily see that even in his college days athletic sports did not interfere with the business at hand. When he entered any pursuit whatever, he put his whole heart and soul into it and made a success, whether it was study or athletics.

After he left Cornell he entered the employ of the International Steam Pump Company, of Pittsburgh, Pa. With that concern he had an extensive experience in selling pumping machinery and gas engines. On March 28th, 1913, he joined our Sales Organization and has proven himself to be especially successful in selling large factory propositions.

He is a man of very pleasing and interesting personality, married and has two children. Mr. Stamford is that type of a Bowser salesman that is bound to succeed and reach the top no matter where placed. He has the ability to concentrate and master his subject and put behind his work enthusiasm and other attributes that go to make a successful Bowser salesman.

Congratulations, Mr. Stamford, on your entrance into the Club, and now that you have started, just keep going until you hit that Bronze Tablet good and hard.

## IT'S GETTING TO BE A REGULAR OCCURRENCE THESE DAYS IN ADDING ANOTHER ONE TO CHICAGO'S ALREADY LARGE DELEGATION

**Mr. G. W. Allen, of the Chicago District, Was Elected a Member of the Pacemakers' Club on September 6th, With a Total of 505 Points to His Credit**

**Pacemaker, December 14, 1914. Closed year with 506 Points.**

**Pacemaker, September 6, 1915. Closed year with — Points.**

Here's another disciple of Henry Ford. Mr. G. W. Allen, of the Chicago District, drives his little car through the sand and corduroy roads in Northern Wisconsin, converting prospects into customers and piling up points for admittance into the Club. Last year a Pacemaker—this year he repeats.



Mr. G. W. Allen

It's a hard combination to beat—the canny Scott and witty Irishman in one man, backed by intelligent sales ability and a thorough knowledge of the line. Mr. Allen possesses all the necessary qualifications for a successful Bowser salesman and when an order is wanted in the Northern Wisconsin woods, it's "let George get it." And George gets it.

Incidentally, Mr. Allen carries a shotgun and keeps himself and family supplied with all the game they care to eat. Last year, on one of his trips, he killed a couple of bears. This is evidence all the more of his attention to detail and the avoidance of wasting any of his time. When not selling our goods he is providing for his family and making the most of every minute.

We congratulate you, Mr. Allen, on your admittance into the Club and may you be with us next year. It will be a pleasure to welcome you at the coming Convention.

On August 5th Salesman Eugene Chrone, of the Dallas District, had a fire in his home which partially destroyed it. With characteristic promptness Mr. Chrone had the damage repaired without interfering with his sales work.

# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY  
S. F. BOWSER & CO., Inc.

Edited by GEO. A. TOWNSEND

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS SALESMEN

Vol. XII SEPTEMBER 25, 1915 No. 9

The organization is having its share of grief and it is a difficult matter for us to write on this subject, as words mean little or nothing. The editor knows however, that the sympathy of the entire organization goes out to each one in their particular bereavement.

Mr. D. A. Corey, the Executive Engineer, lost his boy, Carlton, who was just of age.

Mr. D. D. Mungen, Factory Accountant and President of the Efficiency Club, lost his wife who was little more than a bride.

Mr. L. D. Allendorph, of the Service Department, lost his young son.

Salesman N. B. White, of the Atlanta District, lost his young son.

All of these deaths occurred within a short space of time, early in September.

## OUR SHOP MEETINGS

Have you ever thought what a privilege is extended to the employees of the Company in having these wonderful shop meetings where everyone from the "Old Man" to the office boy, and Mr. Grosvenor, the Factory Manager, to the youngest apprentice, can attend? And that on the Company's time. In other words, instead of paying to hear some of the world's most noted speakers, we are paid for the opportunity.

First we had Dr. Lyon, then we had a repeat engagement from him, and now we have just had the most noted evangelist in the world, "Billy" Sunday. Mr. Bowser is providing for three more in due time and what further may be in his mind remains to be seen.

These meetings do not all hinge on religion. Rev. Sunday's talk was a lecture and not a sermon. To the writer's notion, however, the lecture was the strongest sermon "to be a man" that he has ever heard.

These are the large meetings where all may attend. Then again, the Efficiency Club has the privilege of listening to some of the best speakers in the country, and the whole underlying principle beneath these talks is educational on the lines of bringing each one of us up to a 100% efficiency. It is up to us, as individuals, to get out of each one of these meetings that which will benefit us most.

As an illustration of what one of them will do, we will quote what an employee said this past week:

"I am brimming over with enthusiasm and 'pep', and am a much better man in every way."

The above is only one of many such expressions that we have heard and indicates the trend of thought that is permeating the entire organization—factory, office and sales force combined.

We owe the Company a vote of thanks for what they are doing for us. The only evidence that we can show them how we appreciate this work on their part is to each day give the Company, in return, our hearty co-operation. It is, in addition, up to us as individuals to absorb all the good we can get out of every meeting.

Salesman J. M. Roy, of the Toronto District, is a new recruit whose middle name is synonymous with work. He recently sold a nice "Chief Sentry" Cut 102 5-Barrel Cut 241, and a 10-Barrel "Red Sentry."

This is "going some" and he hasn't yet struck his full stride.

## COMMERCIAL CREDIT REPORTS.

We are surprised to note that quite a number of the boys are not using their credit report pads or "Direct Inquiry Tickets."

Why not read the instructions in reference to this part of the business? It is directly to your benefit to do so. You save anywhere from two days to two weeks or more time. This time may mean the difference between shipment and non-shipment. The instructions are perfectly clear and the explanation is such that you can readily see whereby you are personally losing benefits that were designed for your help.

We are the originators of this system of credit reporting and are practically the only firm in the country using it. It is unique, and like all Bowser ideas, far abreast of the times and provides an adequate means for short-cuts to business success.

A man who believes he can't be in the wrong may yet be in the right sometimes—by accident.

A man never enjoys perfect happiness until he marries a woman who will laugh at all of his jokes.

There's always room at the top—and always a crowd at the bottom.

We wonder if a preacher's wife doesn't nag him because he has to go to church.

Dearly beloved, the lack of money is the root of a great deal of evil.

In order to be a success in business, it is first necessary to be a success as a man—Be a man.

Mr. P. E. DeVries, of the Fort Wayne District, recently closed a nice Public Garage order for Cut 102 Outfit, amounting to 13 points, "F. C. W. O."

Good business, Mr. DeVries, and may you send in some more.

Salesmanship is not all shoe leather and railroad fares. Mix in a little of hat band. It makes a better balance.

Mr. L. W. Cheney, who has been so successful in the Fort Wayne District, has been transferred to the Atlanta District, doing special work.

We want to congratulate the Atlanta District on obtaining his services, and wish for Mr. Cheney the success that he rightfully deserves.

"Billy" Eastman, who has been covering Milwaukee territory for some months past, has been transferred to the Albany District. The Albany District, by the way, is "Billy's" own home territory and we will look to him for his usual big volume of business.

Mr. C. M. Carpenter, who has been working Detroit for the last year, has again taken up work in eastern territory.

There is nothing we can say about "Clarence." You all know him. You have our good wishes, "Clarence," for your same old success back east.

## FOR YOUR INFORMATION 5 GALLONS OF CRUDE OIL CONTAINS THE FOLLOWING.

2½ qts. Cylinder Oil.  
1¼ lbs. Vaseline.  
3 qts. Spindle Oil.  
3 qt. Gasoline Engine Oil.  
1 lb. Paraffine Wax.  
5 qts. Lamp Oil.  
4 Qts. Gasolene.

(Signed) J. P. O'NEIL.

The above information is taken from an exhibit in the Commercial Museum, Philadelphia, Pa., and is stated by the Museum to be authoritative.

"Now this is not all the fishing I have been doing. I have three more meetings arranged for in due time and we will have some more good times as time rolls on.

"When I was down to Winona last week I met Brother and Sister Jones and I wanted them to come

here as they have today. They said they would be most happy to do it if we had a meeting.

"Brother Sunday and his wife arrived from the West on Friday evening, so on Saturday, about 11 o'clock, I had an interview with Brother Sunday. I went and had a little visit and he said 'how are you, old scout; come in here.' And we had a good hand shake.

"In a few minutes I told him of my mission, that I wanted him to come and speak to our folks, and he said: 'I will be happy to do that, Mr. Bowser.' 'Ma,' he says, 'I am going up to talk to Bowser's men the first of the week.' 'All right, Billie, go ahead and I will go with you,' so here we are, the whole family.

"Mr. Sunday needs no introduction. I heard

him preach yesterday to one of the biggest crowds that ever assembled in Winona Hall. At least 2,000 people could not get in and they went over to the hillside. There were a lot of preachers over there. There was only one Preacher where Billie was; that was all they needed. It was one of the best sermons I ever heard. Every seat was taken all around the Auditorium. Hundreds were standing outside looking in, every place was filled to hear the message, and he certainly told them of God and Heaven, Time and Eternity.

"Friends, we are working for a living, but after all, every day puts a day behind us. We must live for Eternity while we work to live and may God help us to do both of these and do them well. Now then, I want Brother Sunday to take the meeting off my hands and I am sure you will say: 'There is no let-down in the go-along.'"

At this point Mr. Sunday took the center of the platform and control of the meeting. For nearly two hours he talked in his usual enthusiastic, brilliant style and held every member of the audience spellbound. It was well worth hearing and there wasn't a man or woman present who did not go away the better for listening to him. Time and time again he brought tears to all eyes only to chase them away with a trite saying that would cause a ripple of laughter to flow across the entire audience. It sure was some talk.

It was almost impossible to get all that he said as he is a most rapid fire talker. However, we have made an effort to put some of his trite sayings, epigrams, etc., in story form and present them for your good. It isn't one-fourth of what he said and prob-

ably it isn't one-fourth of the best of his remarks. However, it was the best we could do under the circumstances and therefore we present it as taken without further comment:

#### "Be Strong and Show Yourself a Man."

"I told Bowser I would come up here and speak to his employees, but I think you have a lot of ringers in here. I have always had a longing to come up here. I want to look into the faces of the people who helped to put Fort Wayne on the map.

"Wherever I go, I always see something that reminds me of Fort Wayne. I saw a fellow in the train pulling up his trousers and I saw a pair of silk hose—Wayne Knit. I got off the sleeping car and got down and took a look at the wheels and they were made by Bass—Fort Wayne. I sat in front of an electric fan and found the motor was made at Fort Wayne Electric Works.

"I drove up to a garage and found the pump was made at Bowers. There are Bowser Pumps and Tanks in San Francisco; in Los Angeles; San Diego; Sacramento; and presume that if I visited the White House, I would find a Bowser tank in the President's Garage; also if I should visit Buckingham Palace, London, I would find a Bowser there, or the Czar's Palace in Russia. (Voice from platform 'You've called the turn alright, Billy—they're there, alright, alright'.)

"I want to give another reason for my coming up here: Because of my friendship for Bowser—the 'Old Man'—and because I knew Mr. and Mrs. Jones were coming up here, and I knew what a warm spot they had in your hearts.

"You won't make many punts this afternoon. But we will try and help you today if we can in making character. I am not going to preach to you today, although I am a Preacher.

"I was reading a verse of scripture. It said: 'Be strong and show yourself a man.' God is no respecter of persons—he is a respecter of character; he admires character. A fool may have a knowing look, but when he opens his mouth, it is all off. All some people care for is appearance. They are all front door; open the door and you are in the back yard.

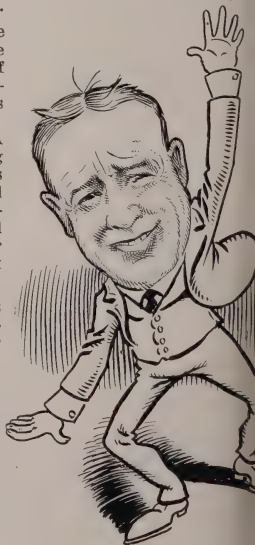
"Counterfeit character is more common than counterfeit money. Wherever gold is, brass is sure to follow. A woman went into a jewelry store to buy a piece of jewelry. Everything she looked at she would lick, and the jeweler said: 'You cannot tell gold that way.' But she said: 'I can tell brass, just the same.'

"Sham battles do not kill—sham characters do not count. A man who has no money is poor. Money is all some fellows have. Subtract \$50,000, wine and women, and you have nothing left. That is all they live for.

"God likes to see a good man grow; the Bible tells about the manly things about a man. Look at Joseph



Mr. Bowser  
Introduces Mr. Sunday.



The Evangelist in Action



down in Egypt carrying himself blameless when the contemptible woman, Potiphar's wife, attempted to seduce him from virtue. He looked her square in the face and said: 'nothing doing.'

"From California's golden shores to Jersey's sun kissed coast, from the East and West, North and South, over valley, plain and glen, the call of God is sounding loud for valiant Christian men, so be strong and show yourself a man."

#### Aim High—Be a Man.

"God wants you to show what real manhood is. He says to us what David said to Solomon: 'Aim high.'

"The most God-like thing ever made is a Christian man. If you would please God, be a man—don't be a mutt or a fool, false alarm or excess pageage."

"My lecture is taken from the counsel of a dying father to his son. The most important thing in his estimation, or what he wanted his boy to be was his dying words: 'I want you to be a man, son.' This was the last thing he said as he drifted out with the tide. He did not say: 'Be a good kid.'

"Make the firm resolve now and say to yourself, 'I intend to be a man and I know if I succeed in that, I will succeed in everything else.'

"David's words to Solomon have a noble purpose. He wanted him to have his eye on something worth while."

"Don't be a floater—don't be a drifter on the stream of life—stem the current that would carry you over the Falls. A dead fish will drift with the tide, but it takes a live one to swim against the current."

"There are a lot of fellows who when they die, all they leave is an obituary notice in the newspapers. It isn't an accident that takes a man from the lumber pile and makes him Superintendent of the railroad—not on your tin-type. Success like that don't come by luck or chance. By herding sheep, David qualified himself for something better. Don't be a square peg trying to get in a round hole. Uncle Sam has about twenty-five jobs, paying \$3,000 to \$10,000 a year and he cannot find men big enough to fill them."

"David got there as the real man always gets there. Caruso drove a delivery wagon and is now King of Songs and is drawing \$7,000.00 a night. It was not an accident that brought him there."

"It was not an accident that brought Thomas Edison from a 'train butcher' on the Grand Trunk Railway to where he is now."

"It was not an accident that took Lincoln from splitting rails to the White House."

"It was not an accident that took James A. Garfield from the back of a mule to the White House."

"It is a great thing to know what you can do. David was anxious that his son should have all the inspirations for a lofty purpose, so he said: 'Solomon, I want you to be a man.'

#### You Will Get What You Look For.

"You will get out of life just what you look for. If you are looking for a scrap, you won't have to wear out a pair of half soles to find it. The mocking bird will never learn to sing if he takes music lessons from the hoot owl."

"Every man looks at life from his own standpoint. A butcher sees nothing in a painting, because he looks at it through flesh and bones. A carpenter makes his estimate of everything by a pile of lumber. The tailor looks at Niagara Falls and says: 'What a great place to sponge a suit.' An old farmer stood by Yosemite Falls, pulled his whiskers and says 'Gosh, if that was milk, how much butter she would churn.' The spider thinks the bee a fool. The hen is sure the duck has deformed feet. Ask a camel what the world is made of and he says, 'It is made of sand.' Ask the booze hister and he says, 'It is made of Schlitz, Annheuserbusch or Pabst. The sheep never finds out what frost is until he loses his wool."

"The plumber smiles when it is forty below zero; the glazier, in times of hail storms; the undertaker, when he puts crape on the door."

"The habits you form between fifteen and twenty-five will mark you for life. Habits are threads, but will become a rope to choke you later on."



### "It Wasn't Accident That Brought Them Success"



#### Nickel a Bunch"

to get in a round hole. Uncle Sam has about twenty-five jobs, paying \$3,000 to \$10,000 a year and he cannot find men big enough to fill them."

THE BEST TIME TO SOW YOUR WILD OATS IS BETWEEN

85 AND 90



The Only Safe Time

'It is because the young man goes in bad company, it is because the girl is a fool that she is selling her virtue in the 'red light' district. Life today depends on what you were man enough to say 'No' to yesterday. When you are tempted to do wrong, say 'No' so loud you will stagger hell. When you are tempted to do right, say 'Yes' so loud that all the angels in Heaven will hear you. As you put up your dukes to fight temptation, say to the Devil, 'Go on, you lobster, I'm ready for you now.'

#### Don't Be a Frame to Hang a Suit of Clothes Upon.

"The world is full of failures in every walk of life, and it is because people are driving along without aim or endeavor. The mountains are sure to turn you back and give you cold feet, unless you start with a determination to reach the country which lies on the other side. One reason why there are so many bones bleaching along the highway of life is because people never intend to go anywhere in particular.

"Don't be a frame to hang a suit of clothes on! We would not call THEM men if they did not have clothes on; they should be arrested for being disguised as men.

"To know some men is an invitation to do right and be decent. There are lots of men who hit the booze and lead boys and girls astray, who would not be called men if they did not walk upright. Your manhood depends on the size of your soul, and not of your body; you are not a man just because you can tip the scales at 150 to 200 pounds.

"Julius Caesar was a little, sawed-off, red-headed, freckle-faced fellow, but he could go so fast you could not see him for dust. Napoleon was five feet four inches high—yet all Europe could not offer him a pillow big enough to rest his head on.

"On every street corner you can find a 'nickel a bunch' sort of fellows and they are not worth the room they take up. There are other fellows like Moses, who enrich this old world. What God needs,

what the factory needs, what the church needs is men who are solid mahogany all the way through, and not veneered.

"Be strong! Show yourself a man!

"Well, Mr. Sunday, a young man must sow his wild oats."

"You go to the Devil with that.

"I tell you the best time to put in the first crop is between the ages of eighty-five and ninety. By that time you have no longing for cheap booze, and your ardor to play two pair against his pair is about as warm as a pair of cold feet in the middle of your back at Christmas.

"When a man's eyesight falls so he cannot tell a lady friend from the night watch, that is a good time to put in the first crop, for one

night out with the boys will curl you up and put you out of business.

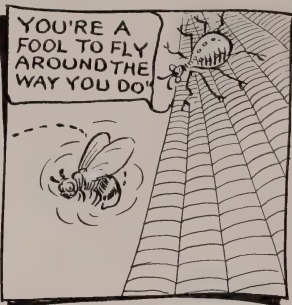
"A young fellow, who is taking his four quarts of 'suds' a day, is beating a well worn path to the asylum instead of earning something to take home to the wife and kids.

#### Make Your Walk and Talk Agree.

"If some men said, 'Son, be a man,' the kid would not know what he meant—nothing in his life would help to tell him what he meant—it would be like shooting green peas against Gibraltar with a popgun.

"That is why many a boy turns out bad—his father's walk and his talk don't agree—his gasoline and sparker don't work together and he never reaches the hill top. To train up a boy in the way he ought to go, just go that way yourself. Many a boy would turn out better if the old man would have died before the kid was born. David's advice was no better than his example—some fellows are long on advice and short on example.

"Every boy tries to be like some man in whom he believes. Every man is some boy's hero. No matter whether he was Jesse James or Woodrow Wilson—every man is some boy's hero. If every man lived right no boy would go wrong—he would not have the example to follow after.



### Every one Looks at Life From His Own Standpoint



"The Whiskey Barrel is More Dangerous Than the Gun Barrel!"



"Say NO so loud you will stagger hell!"

"I am not pleading alone for you fellows—I am pleading for the generation that will look into your face and call you father and mother. Every man ought to be a signpost on the moral highway, there—



"To train up a boy in the way he should go, just go that way yourself."

fore be a man for the sake of the boy who is to follow, and give him a chance by being Christian men and women yourselves.

"We reach wrong conclusions because our visions are limited. There is a big difference between making a living and making a life. The whisky barrel is more dangerous than the gun barrel, so you better wear corns on your feet on your march to glory than tramp with dirty feet on the heart of virtue.

"You better be a signpost than a tombstone. Don't be a moral tramp, fleeing from God's bath house lest he turn the hose of salvation on you. The one real good is the good of everybody. We reach wrong conclusions because our vision is false. When some men walk in your presence the thermometer falls twenty below zero.

#### Sign Your Own Declaration of Independence.

"Be a man! Be a man! The average fellow in the universe, instead of settling the question himself, allows luck or chance to settle the whole question, therefore, if your manhood is buried under a doubt, dig it out and give it a chance. Sign your own Declaration of Independence, fight your own Revolutionary War, and sing, 'My Country 'Tis of Thee.'

"Learn to anticipate and prepare for conflict. That is why we have fire escapes on all buildings—we are anticipating it and we are prepared for it. You don't wait until the fire starts to organize your fire department—you've got them already when you send in the alarm. You are 'Johnny on the spot'—so, be strong. Show yourself a man!

"To be ready is more than half of the success in the world. Oil or no oil in your lamp, or, gasoline or no gasoline is the difference between success and happiness, or disappointment. Don't be like the politician who said, 'Ladies and gentlemen, them are my sentiments, and if you don't like them they can be changed.' So if you are not willing, boys, to run the risk of being a good for nothing, or being a drunken sot, don't take the first glass.

"Another thing—if you have not decided that you will not yield to temptation, you have half decided you will. If you haven't, nine out of ten the Devil

will get you. Then be strong—show yourself a man in the world.

"And if you are not willing to become a social outcast say 'No' to any proposition to surrender your womanhood. Decide the matter. Decide like Joseph,

what you will do when temptation comes; make up your mind and then you are all ready when it does come, or nine out of ten you will be a goner.

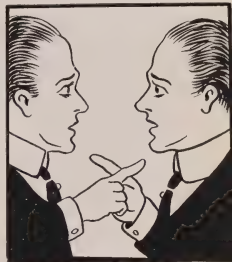
"If you are not willing to run the risk of losing your soul in hell, make up your mind you will serve God and be a Christian. Therefore, decision determines what you are going to be in the world that will come. Don't build on the sand—decide that you are never going in bad company. Bad company has more to do with your success or failure than everything else in this world. If you allow the Devil to choose your company you are on the road straight to hell.

#### Before Sinning Have a Good Talk With Yourself.

"Before entering the life of sin, sit down and have a good talk with yourself and make up your mind what to do; before you have reached your hand to steal, make up your mind whether you want to go to the penitentiary; before you jump into the hopper, take a good look at the grist that is coming out; before you go to sleep on the railroad track, look at the fellow who did it ahead of you—you can pick him up with the dust pan and the whisk broom; before you enter the front door of a booze joint, go back into the alley and look at the puking and vomiting piece of humanity coming out of the rear door. Take a good look at him.

"Now, if you break certain physical laws you will be punished—you must suffer. Vice defaces the physical, and it scars it. It is a grand thing in this old world to be a man.

"The prudent man won't swallow a potato bug and then take a dose of Paris Green. You can't ride blind baggage on the Gospel Train. Pay your fare. Be a man.



"Before you enter a life of sin, have a talk with yourself."

#### A Poem Presented "Billy" by Mr. Bryan.

"My friend, Mr. Bryan, gave me this little poem the other day:

I do not pray for peace,  
Nor ask that on my path  
The sounds of war shall thrill no more;  
And the way be clear of wrath,  
But this I beg of Thee, Lord,  
That in the strife that men call Life  
Grant me the strength to fight.

I do not pray for arms  
Nor shield to cover me,  
Though I stand empty handed  
So be it valiantly.  
Spare me the coward's fate  
Questioning wrong or right,  
And in the ring of battling  
Grant me the strength to fight.

I do not pray that Thou  
Will keep me from any wound  
Though I fall low from many a blow  
Give me wit to hide my heart  
From all men's sight  
And may God grant me the strength to fight.

I do not pray that Thou  
Should speed my victory,  
Never to know that from my foe  
I have no will to flee,  
And battered, bruised,  
Plung like a broken sword,  
Grant for me this one thing:  
Let me die fighting, Lord.

"So be strong and be a man.

"I was preaching in Philadelphia. I noticed a man sitting on a front seat who had his breast covered up with medals. I wondered where he got all that tin work. Rody invited him on the platform. He was the last surviving member of the battle of the Monitor and Merrimac, Hampton Roads. I took my



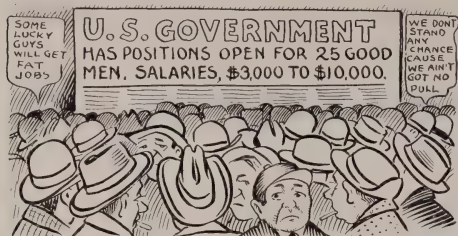
"Don't be a frame to hang sort of clothes on."

will get you. Then be strong—show yourself a man in the world.

"And if you are not willing to become a social outcast say 'No' to any proposition to surrender your womanhood. Decide the matter. Decide like Joseph,



hat off—I stood back and saluted him. He had won the right to wear them from the Congress of the



But Uncle Sam Can't Find Big Enough Men to Fill Them

United States and Abraham Lincoln. He was a man, not a coward, therefore, be strong and show yourself a man.

#### When "Billy" Was Converted.

"I suppose you would like to know how I happened to be converted. I was a fool like some of you fools are. A man who is not a Christian is the biggest fool you ever looked at. Twenty-eight years ago in Chicago one Sunday afternoon, I walked down State Street in company with some ball players. You would know them if I told you their names. Most of them are gone.

"We sat on the curb stone in front of where Siegel Cooper's store now is. I never go there without taking off my hat. We sat there on the curb-stone. All of us were pulling down good salaries. There stood some men and women singing gospel hymns. I heard my mother sing those same hymns in the log cabin in Iowa. My mother was a Methodist, but I am a Presbyterian now. I turned to the bunch that sat next to me and said: 'Boys, I bid you Good-Bye.'

"Some said nothing, some gave me a little word of encouragement. I went to the Mission—I heard the Story and went back and on one dark stormy night, I stumbled out of the darkness of sin through faith in Jesus Christ, the Son of God.

"I was keeping company with Helen Thompson. She has been Helen Sunday for—how long, ma? Twenty-seven years. I married Helen. Helen was a Presbyterian. I was hot on Helen's train and that is the reason I am a Presbyterian. If she had been a Catholic, I would have been a Catholic."

#### A Baseball Reminiscence.

One of the most impressive parts of his talk was that during which he told of his baseball experience and his conversion. "Billy" played ball when they didn't use any gloves. He told how Kelly, the catcher on the old Chicago team while he was playing, and another of the teammates, who twenty-eight years ago in front of that little Chicago mission refused to go in with him and start a new life, had died in the gutter, drunkards. He told how he caught the fly that won the series for Chicago against Detroit when the former was in the lead one score and it was the last half of the ninth inning. Detroit had two outs and two men on bases with the batter up facing two strikes and three balls. "Billy" told how the batter liked a low ball, and how the Chicago pitcher slipped just as he went to deliver the ball and threw a low one. He said he was "playing deep" for the man up was a right field hitter. He heard the crack as the bat and ball were introduced to each other, and started to run back. He said he saw it was going to go into the crowd and yelled for them to get out of the way.

"They opened just like the Red Sea did for the Israelites," said "Billy." "I saw I needed help and I tried my first real prayer since my conversion two days before. I don't remember just what it was but I guess it was something like this—

"O, Lord, I'm in an awful fix. Help me to get that ball. And, Lord, you haven't got much time to make up your mind to help me."

Later in his talk "Billy" told how he was the first man to run the bases in fourteen seconds from a standing start, and that the record has never been beaten. He gave many other incidents of his baseball career. One of the most interesting of these was when he told how their pitcher threw a ball overhanded that went down and then up. He got at one corner of the platform and demonstrated just how he threw it and how the "other guys" had to go about it.

#### Mr. Sunday Takes the Center of the Platform.

At the conclusion of "Billy" Sunday's talk Mr. Bowser introduced "Ma" Sunday. She spoke in part as follows:

"You know that old saying, 'Fools will plunge in where wise men fear to tread.' Not many men will fool Mr. Bowser.

"I am glad Mr. Bowser asked Pa to come down. I want to bring to your attention one of the things Mr. Sunday said yesterday afternoon. Just a little piece of our 'Love Feast at the lake and it was this: 'Religion does not consist of doing a whole lot of things, such as going to church, belonging to this Society and going to Sunday school, but it does consist in doing everything you do, whether it is making Bowser Pumps or what not, in a manner that will please God.' We cannot all be Bowsters, 'Sundays, Jones' or kings or queens, but we can all be joint partners with Jesus Christ. We can all be rich in glory.

"I talked to the women in the San Quentin Penitentiary: 'Well girls, if you never get out of here, there is one place you can get to and that is Heaven. It is just as easy to get to Heaven from here as any place.'

"Mrs. Jones told me how several of the girls here found Jesus Christ during the Lyon meetings and I just want to tell you a little story:

"Hello Ruth," said a girl. "Where are you going to-morrow evening?"

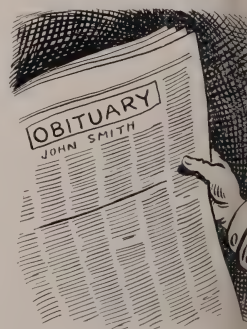
"I am going to Prayer Meeting."

"I knew you would say that. You always go to Prayer Meeting, don't you? I have two tickets for the Bell Ringers' Concert. They are good seats and you would get as much good out of it as a Prayer Meeting."

"Ruth promised to go. She went on to work and that night went home and retired, went to sleep and then had a dream. A big Angel came and sat at the foot of her bed.

"Ruth, where are you going tomorrow night?"

"I am going to the Bell Ringers' Concert," and the Angel looked sad and said, 'Is that all the value you place on a human soul?' and disappeared, and she started from her sleep and looked around the



"This is all that some fellows leave when they d

room and got up and searched to see if any one had spoken. No one was there. She dressed and break-



"Don't be a drifter or a floater."

fasted and went to work and all morning she heard the words, 'is that all the value you place on a human soul.'

"She wondered what it meant and by noon telephoned her friend and excused herself from going to the Bell Ringers' Concert and that evening she went to Prayer Meeting and testified.

#### Ruth's Testimony Wins a Convert.

"Friends, I must tell you how happy I am and how glad I am that I am here. I almost missed being here, but I am so glad I am here," and she told her story and sat down.

"The minister was so moved he arose and said, 'Maybe there is somebody in here who is not a Christian or serving God and if there is, I want to give you a chance to come. If you believe in your heart and confess with your mouth, you shall be saved.' But this is hard for so many people to do and way back in the rear—a strange woman dressed in mourning walked down the aisle just as he was about to dismiss the meeting and openly confessed Christ.

"Before I dismiss, Miss Ruth, this lady, whose name is Mrs. Wallen, wants to speak to you."

"Mrs. Wallen said, 'Friend, I want you to know it was your testimony made me take this step I am taking now. You see I am in mourning, I have lost every relative on earth. I have been in rebellion against God fifteen years, but your testimony convinces me I am wrong.'

"She said Good Bye and went away.

"Ruth was so happy she had testified. That night at midnight she was awakened by a terrible crash. She hurriedly dressed herself and ran to the scene of the wreck which happened to be the cause of the noise and the first one she saw was this woman, Mrs. Wallen, dressed in black. She begged the rescuers to take her to her home and as the woman came to consciousness, she looked in Ruth's face and recognized her. Ruth leaned over and she whispered:

"I am so glad you did not go to the Bell Ringers' Concert last night, for if you had, I would be dying without hope in Jesus. Do your duty every day and let the Lord bless you. Amen.' "

At the conclusion of "Ma" Sunday's talk, Mr. S. F. Bowser brought the meeting to a close with the following:

#### Mr. Bowser's Closing Address.

"Friends, we have these meetings to do you good. There has been so much said here that is for your good and may God grant that you may remember what has been said and that it may be good seed sown in the good ground of your heart; that you may live just what 'Billy' Sunday has told you and

what Mrs. Sunday has told you as well. If you do not do that, this meeting is in vain. It has accomplished nothing and if it does good, it is a success and you are to make it a success or a failure. May God help you to realize that you are passing on as 'Billy' Sunday and as all the rest of us are. We are passing on as these men of whom he has spoken. It won't be long. May God help you that every day you may put something in it that is worth all your manhood, a credit to your home and when death comes you can meet God as 'Billy' Sunday has given you advice to do. May God bless this meeting to the good of all who are here and our friends who have come in as well, and may you take these truths home to your wife and to your children.

"Learn this thing; that after you have eaten your breakfast in the morning, have your Bible there and then have your prayers right away after breakfast while everybody is at the table. Read a chapter and then get down on your knees with mamma and the babies and have a word of prayer. I believe you will have something in your soul that will do you good all the day. When you go to your long reward, your children will bless your name, because you did live a good manly life and that is what you can do, it matters not how poor or ignorant you are. That cuts no figure, you can if you will.

"I hope to God every man and woman who is here, will profit by the splendid advice that has been given to you today. Put it into practice tomorrow. Play the man with your wife and your family and then take them to church on the Sabbath. Do as you should, and that will make for the betterment of our city; betterment of your life, of your family, your friends and relatives. It will please God that you have done this thing in the name of God and for the good of your loved ones.

"Now the meeting will come to a close. Don't be in a hurry. Take your time to it—speak to each other on the splendid talk you have heard, the splendid advice, the splendid sermon and wander at leisure back to your work and may God grant this may sink deep into your heart, is my earnest wish for you all. Amen. Good Bye."

#### In Conclusion.

It took nearly ten minutes for the crowd to file from the large room in the plant to the street. Machines were parked for several blocks and the city cars made several trips carrying the crowds back to the center of the city.

The forethought and care with which the management had arranged for seating the hundreds of people was greatly appreciated by all. Mr. Bowser was in his element in ushering hundreds of people to seats after it looked as if there was nothing but standing room. He was applauded time and time again as he shouted to the men and women to crowd over and make room for just "one more."

#### Either Gasoline or Gasolene is Correct.

From a recent issue of the Automobile:

Editor The Automobile:—Why is there a difference in the spelling of the word gasoline? We have seen it spelled gasoline and gasolene. Which is correct? Lake Mills, Wis. A. C.

Either gasoline or gasolene is correct. The suffix ine, means pertaining to, while chemists have more or less agreed upon the use of ene, as a substitute for ane in speaking of members of the hydro-carbon series. Hence, while the spelling among chemists may be ene, and among others, ine, they are perfectly interchangeable and either is correct.



"DON'T!"





Exterior view of the Wheeling Steel & Iron Company, Yorkville, Ohio. Their Engine Room is served by one of our 6F3 Oil Filtering & Circulating Systems.



Interior View of the power plant of the Wheeling Steel & Iron Company, Yorkville, Ohio, showing the engines served by our 6F3 Oil Filtering and Circulating System.

\* \* \*

The following letter from Mr. R. J. Goodman, who began work in Fort Wayne Territory the middle of August, shows why he has already been successful selling Bowser equipment. Mr. Goodman formerly sold Cash Registers.

Aug. 31, 1915.

S. F. Bowser & Co., Inc.

Attached find order of \_\_\_\_\_ for Cut 241 Electric, trading out Cut 10, 5 bbl-127436.

Was with this man from 2:00 yesterday till 7:00 o'clock when he went to dinner promising to think it over and see me again last night. I waited from 7:00 p. m. till 10:00 and he didn't show up, so decided to stay in \_\_\_\_\_ all night. When I got to his store in the morning found he had left for a bush five miles away to cut logs for his saw mill and lumber yard. This gave me the fighting spirit, and I wanted to see him again if only to tell him what I thought of him as a business man, not keeping his appointment, and at least let me know his decision, as he knew I was waiting for him. So I hired a Ford and met him in the bush with the result that we fixed it up on a stump. It pays to stick.

Drug up two more good prospects this afternoon. \_\_\_\_\_, of \_\_\_\_\_, I should get this week, and \_\_\_\_\_, of \_\_\_\_\_, I should get inside of ten days; in fact, I should land at least four more this week. I assure you I intend to fight for them.

Don't think I am specializing in Cut 241's. Hope to report Kerosene and Oil sales soon.

Yours truly,

(Signed) ROBT. J. GOODMAN.

\* \* \*

Manager E. J. Little, recently attended a circus where there was to be a trained ostrich act. The ostrich, however, disappointed the audience by continually wanting to climb over into the reserved seat section. E. "Jay" was on one of the front rows and the man in charge apologized to the audience saying:

"Ladies and Gentlemen: I am very sorry but we are compelled to cease our engagement today as there is a man in the reserved section who has no hair on the top of his head and my bird takes it for an egg."

\* \* \*

Mr. J. H. Wilson, who operates in the City and County of Denver, recently sold one of the largest concerns in Denver securing "F. C. W. O."

After quite a little argument with the buyer, he surrendered on "F. C. W. O." terms with the remark:

"Very well, but in all my forty years business experience I never in my life paid for anything before I got it."

We rise to remark: "He must have seen the light."

"I hope that the salesmen who are shy a few points will 'dig in' and make the largest crowd that ever attended a Pacemakers' Club Meeting. Don't delay securing them as you may fail at the last minute."

"We have this year an opportunity to make our real Treasurer, Mr. Dunkelberg, dig much deeper than ever before, and it will be exceedingly profitable to the salesmen, the company and the customers if we make him stretch the smile that has always been on his face when passing the coin."

The above is an extract from "Bob" Johnson's letter of September 8th in which he enclosed a small 75-point order, closed on Saturday, September 4th, against tremendous odds. This is the spirit that wins battles and puts men at the top.

Congratulations, "Bob," on your continued progress toward carving your name for the third time on the Bronze Tablet.

\* \* \*

"Tried hard to avoid a blank day but slipped—three of the number looked fine, too, but think they can be handled later."

The above is taken from Salesman J. V. Flannery's (Washington District) Daily Report on a Wednesday, after starting out to make at least one order a day. The two previous days he had netted over thirteen points. No further comments necessary.

\* \* \*

Mr. H. G. Steinel recently closed a nice 19 point store order for a Cut 102 Outfit and it was F. C. W. O.

\* \* \*

The following salesmen have sent in orders for Cut 241's:

Ed Haas, a 12 point store order.

W. D. Alleman, a 6 point public garage order.

W. H. Pritchett, a 7 point public garage order.

C. E. MacNichols, a 7 point public garage order.

W. D. Pyle, a 6 point public garage order.

O. O. Koogle, a 13 point store order.

C. J. Rogers, a 12 point store order.

\* \* \*

We are glad to note that Salesman W. G. Chandler, of the Atlanta District, is getting into his stride again. He just sent in a nice day's business—four calls and four sales, totaling about 20 points.

If it had not been for circumstances working against W. G. Chandler during one week of his work in August, he would have broken the record for business sent in for the Store and Garage sales for that week. As it was, however, he closed over 50 points worth of business.

The following is an extract from his letter of Aug. 20th.

"About everything that could happen, occurred last week—rain every day until Saturday—bad roads—took a bad cold—fell over a bank and cracked a rib, bruised a shoulder, ruined a suit, broke my watch, had a sore tongue and couldn't eat, and the Devil to pay generally. But those were trifles so long as the orders came."

If I had money enough to own an automobile and could run it, I would make the Club by Nov. 1st. As it is, it will be Dec. 15th. How many points have I now?

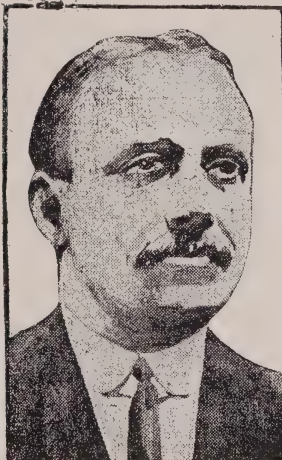


Exterior view of the Cambria Steel Co.'s Oil Car as ready for shipment out of our yards at Ft. Wayne.



## INSPECTOR OF SMOKE IN FLAMES

Gerrish Fatally Burned  
in Malden Garage  
Explosion



SMOKE INSPECTOR WILLIAM H. GERRISH.

Who was probably fatally burned in a fire at Malden last night.

William H. Gerrish, State smoke inspector, of 172 Main street, Malden, was fatally burned last night in a two-alarm fire which swept through the Suburban garage in Malden. Nine automobiles were destroyed, two firemen were badly burned, and a total damage of more than \$25,000 is estimated.

Late last night Mr. Gerrish was repairing a leak in the gasoline tank of his automobile which was housed in the garage at 7 Cross street. He was doing his work at the rear end of the garage, with a gasoline lamp. When he repaired the leak he called to Wrighter Keene, the night watchman, to bring some gasoline. The fluid was brought in a five-gallon can, which was placed at the side of the car.

### CLOTHING IN FLAMES

Keene walked toward the front of the garage when he heard a shriek be-

hind him and, turning, he saw Mr. Gerrish, his clothes aflame, running toward him. In another second there was a loud explosion at the rear of the garage, and Joseph Crowley and Frank G. Thompson, seated on a porch across the street, ran over and attempted to put out the flames which were burning Mr. Gerrish.

Crowley was frightfully burned about the arms and legs but, with the help of the watchman and Thompson, he succeeded in getting Gerrish to the street and rolling him on the ground.

In the meantime, there had been two hot air explosions in the garage and the flames began to burst through the roof.

### Fireman Trapped in Explosion

An alarm was turned in and a chemical engine, the first to respond, was put to work. William Moran, James Rooney and Edward Burns, firemen, rushed into the garage with a hose and, when they had reached the centre of it, another great explosion occurred, and they had great difficulty in picking their way through the flames into the street.

It was considered to be too great a risk to send any more men into the blazing building, because of the presence of a tank with 900 gallons of gasoline which was likely to explode at any moment. The firemen took places at the street door and the windows and played streams of chemicals and water inside with little effect.

### Thirty Cars in Place

After an hour of continuous fighting, the flames were sufficiently subdued to admit the entrance of firemen and the fire was then extinguished.

There were 30 cars in the place, and all of them were greatly damaged. Five of them were entirely demolished, and four motor trucks were also destroyed.

### Little Hope for Recovery

Gerrish was rushed to the Malden Hospital, where little hope was held out for his recovery. If he does recover he will be frightfully disfigured. William Moran and Joseph Crowley were also badly burned, and attended at the Malden Hospital.

Elevated cars on Main street, Malden, were blocked for more than an hour.

The garage, which is the property of C. W. Coombs of Malden, is almost a total loss. The roof was very badly damaged by the numerous hot air explosions, and portions of the walls were torn away.

Eggleston—"You go to hear music that you don't understand?"

Crandall—"Yes."

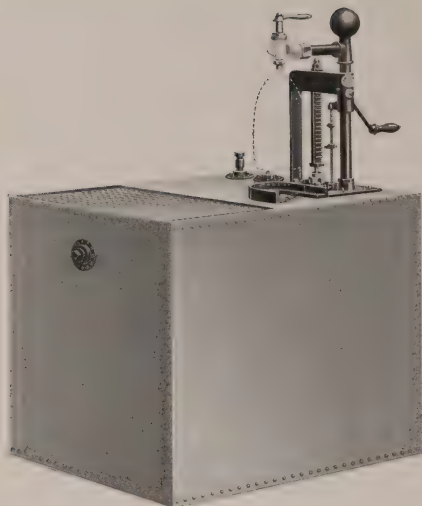
Eggleston—"And pay good money for it?"

Crandall—"Well, I pay good money for an income tax that I don't understand either."

\* \* \*

She (sentimental)—Three years I was engaged to him—three beautiful, happy years—then it was all over.

B. N. D. Milliron (sympathetic)—Oh, I suppose you married him then?



CUT NO. 401—SHELL VARNISHING OUTFIT

While S. F. Bowser & Company, Inc., are not manufacturing shells, they are indirectly securing some business as a result of the World War. They are manufacturing and selling a large number of special Shell Varnishing Equipments, which, when used, varnish the inside of the high explosive or lyddite shells. These shells range in weight from eighteen to sixty pounds.

The equipment pictured saves time and material in varnishing these instruments of destruction. The new bulletin explains in detail what this equipment is like and will, to many of the men who are in touch with factories who are manufacturing munitions of war, give the necessary information to secure some of this excellent business.

Bear in mind that should the equipment at any time not be needed in the manufacture of shells, it is equally adapted to the storage of varnish, paint and other oils wherever they are used.

#### TOO GOOD TO KEEP.

Dear George:

Here is one entirely too good to keep.

This morning we received a letter from a merchant at Mulberry Corners, wanting to know when we intend to send our Service Department out to install his 6-bbl. Cut 41.

He states his wife particularly desired this information, as she wanted on that important occasion to have Chicken for dinner . . . . .

"Shades of the olden harvest days." Our Service Department has now augmented to about forty-two persons and we still have more applications coming.

We will keep this application list open for a few days longer, and if you have any particularly desirable workmen for our local service department we must receive their credentials at once, otherwise we will have to close in upon this Mulberry Corners proposition with our present enlisted squad.

Yours very truly,  
(Signed) T. C. POTTS.

Mr. George P. Dickey, of the St. Louis District, celebrated the first anniversary of his employment with Bowser & Company by selling a total of approximately 25 points of business September 14.

Too bad anniversaries do not come more than once a year.

#### WHAT THE LOSERS MAY EXPECT

The Editor recently accidentally ran across some of the preliminary work of the Fort Wayne delegation in anticipation of their capturing the Cup at the Convention. Whether the Editor believes they will get the Cup or not is another question.

However, for the information of you men who are in the other delegations, we are publishing a song that they have prepared which will be sung to the tune of "John Brown's Body Lies a Mouldering in the Grave." At the end is one of their yells. Further comment is unnecessary.

#### SOLO:

There'll be a celebration in the old town very soon,  
Chicago'll wish they'd hid their cup way up behind the moon,  
Fort Wayne has waited long enough and now  
they've treed their coon,  
It's Little's cup for sure.

#### QUARTETTE:

Behold, Behold, Behold, Behold, The Cup, The Cup  
you see,  
Behold, Behold, Behold, Behold, The Cup, The Cup  
you see,  
Behold, Behold, Behold, Behold, The Cup, The Cup  
you see,  
It's Little's cup for sure.

#### CHORUS:

Glory, Glory, Halleluiah, Glory, Glory, Halleluiah,  
Glory, Glory, Halleluiah,—It's Little's cup for sure!

#### SOLO:

The boys have hammered orders out of every man  
they met,  
There's many yet unsold begosh which we are sure  
to get,  
Dunk's politics or frost or wars will back up now  
you bet,  
The Race is surely won!

#### QUARTETTE:

Behold, Behold, Behold, Behold, our confidence is  
sure, etc., etc.

#### CHORUS:

Glory, Glory, Halleluiah, etc., etc.

#### SOLO:

This goat affair has caused a stir which is not  
over yet,  
The boys have sworn to never quit until his hide  
we get,  
For dead or living he is sure to fall into our net,  
It's on its way back home.

#### QUARTETTE:

Behold, Behold, Behold, Behold, The goat, The  
goat you see, etc., etc.

#### CHORUS:

Glory, Glory, Halleluiah, etc., etc.

#### SOLO:

"E. Jay," the leader of the bunch, we surely want  
to please,  
"S. F.," the old man of the firm's, still limber in  
his knees,  
He's busy as a hungry bunch of big Angora flees,  
He's never growing old.

#### QUARTETTE:

Behold, Behold, Behold, Behold, S. F., S. F. you  
see, etc. etc.

#### CHORUS:

Glory, Glory, Halleluiah, etc., etc.

#### YELL

Old Man, Old Man, here we are,  
Some come near and some come far,  
Digging, plugging all the time,  
We've brought the cup to our Home Shrine.

We received recently a pencil memorandum from Manager Dorsch, of the Washington District, showing business that Mr. G. P. Stovall had written on September 7th. There were seven orders in all totaling around 40 points.

We have a faint suspicion that "Master George Dorsch Stovall" has been after the "old man" and telling him to get out and hump.



**Mr. E. M. Savercool, Western Manager, at his desk in his office  
at San Francisco, California.**

Mr. E. M. Savercool first became acquainted with S. F. Bowser & Company through the purchase of a Kerosene Tank, at the time being a member of the mercantile firm of Keck & Savercool, Oakwood, Ohio, in the year 1890.

Later, having disposed of his interests in the business and meeting Mr. Bledsoe, one of the first Bowser salesmen, it was suggested that the Bowser line was a good one to sell.

Mr. Savercool coming originally from the West and having a desire to travel, interviewed Mr. S. F. Bowser and Mr. A. Z. Polhamus and in January, 1894, was assigned Southern territory with headquarters at Chattanooga, Tenn., as salesman. He traveled South in winter and North in summer until 1898, spending one year in New York City and vicinity doing special work.

The winter of 1899 was spent in making a special trip working the trade and making reports as to conditions for future operations of the Company in Western Canada.

In the spring of 1900 Mr. Savercool was assigned to the task of organizing a sales force in New Eng-

land with Boston as headquarters. He was appointed Manager and established the Boston Office, which was the first Bowser Branch Sales Office.

He later on established the office in New York City and was given jurisdiction over a large section of the East, having built up a strong organization in that section.

In 1907 he was again requested by both Mr. Bowser and Mr. Polhamus to do pioneer work, this time in Mexico and the West. After one year, a considerable part of which time he was in Mexico negotiating with the Government paving the way for the firm's entry into Mexico and having completed the work in hand, and having been appointed Western Manager, he was assigned to San Francisco with jurisdiction over the Western States. Messrs. Johnson and Dustman with a few tried and true salesmen had already reached San Francisco.

June 1, 1908, the San Francisco Branch Office and Warehouse was established and from a small beginning a good strong force has been acquired and a successful business established.

(Continued on page 102)





# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY  
**S. F. BOWSER & CO., Inc.**

Edited by GEO. A. TOWNSEND

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS SALESMEN

Vol. XII

OCTOBER 1, 1915

No. 10

## DISTRICT BOOMERS

It is our intention, from time to time, as we gather together the material necessary, to devote most of some one issue of the Boomer to one particular District. The Editor hopes that before a year has rolled around each one of the fifteen Offices will be represented.

You will recall the Canadian Edition which started the cycle. Now, as we have collected all the photographs necessary to make a representative showing of the San Francisco District, we are devoting this number to the Coast.

As the Editor has repeatedly stated, this Company is more like one big family than really a great big corporation. Although our individual lots may be cast far from each other it is no more than one brother working in Massachusetts, another in Illinois and still another on the Coast. Through the medium of the Boomer you can all become well acquainted, not only with the officials and management at the Home Office, but with each and every co-worker in the field in all the Districts.

The San Francisco Office is in really a different position than any other one of the Branch Offices and even than the Home Office at Ft. Wayne. It's territory covers such a vast area that some of its salesmen can only get into San Francisco at long intervals. Some of them are obliged to travel more than 1500 miles in order to do so.

The San Francisco Office occupies the entire third floor and one-half of the second floor in the building shown in the center group of photographs in the two-page spread in this Boomer. The total floor space is a little over 14,000 square feet. They have occupied this location since the opening of the San Francisco Office, June 1, 1908.

The entire organization ought to take great pride not only in the general appearance of the San Francisco organization, but also in the fact that many of the people at this extreme Western Branch Office have been connected with it for several years.

We want to congratulate Mr. Savercool and Mr. Johnson on the attractive pictures they have furnished. They are exceedingly good considering they were taken inside the Offices.

In showing the picture of the Shipping Department, also that part of the Warehouse showing the Type "C" Tanks, it was done for two reasons. First, so that all the salesmen will realize the importance of our San Francisco Warehouse, and secondly, it will enable you to show your trade and convince them by visual demonstration just what we do for them on the Western Coast.

The names of each person shown are given so that all the salesmen in the West will know, without a doubt, whose picture they are looking at.

You will now begin to see why the Editor has been so persistent in requesting photographs of each salesman and asking the District Managers to be sure and secure a photograph of any new men they put to work. If there are any of you who have not sent in these pictures, this is the time to close the account. A word to the wise is sufficient.

## LUBRICATING OIL EQUIPMENT

We are advised that Mr. R. J. Coddington, who is in charge of our exhibit at the Panama-Pacific Exposition, states that the greatest amount of interest among the visitors to our display is in our Lubricating Oil Equipment.

He advises that the prospects or visitors are, as a rule, familiar with our Gasolene Line. However, he was at first amazed at the fact that they know practically nothing about our Lubricating Oil Outfits. This has become the general rule and of course he makes it a point to explain them in detail in preference to anything else. Many of our customers who visit our exhibit and who have our Gasolene Outfits, did not know that we manufacture anything for the handling of Lubricating Oils.

We mention this to supplement what we have already said in regard to this matter as we are thoroughly convinced that we are getting only a very small percentage of the lubricating oil business. If you men would even partially work this line instead of almost overlooking it, we would vastly increase the sales.

As an example of what can be done in this respect, Mr. Savercool, on his return to San Francisco, started a campaign in his District. He found, upon close investigation, that from September 1st to September 15th after he started the campaign, there were sold in half a month 25% as many as they did for the first six months of the year. This proves conclusively what can be done when the whole line is given the proper attention.

This also proves our contention that only a very few salesmen were selling Lubricating Oil Outfits and by far the largest percentage were selling practically none.

Now, where do you stand on this broader, better business building? Are you going to overlook this most profitable end of the business? Confidence is the base of all sales and when you have established that sufficiently to secure a man's order for Gasolene Equipment, if you know your arguments and your line, the Lubricating Oil sale is the easier of the two.

## A TRIBUTE

The Editor has had the pleasure of meeting Mr. E. M. Savercool several times since joining the organization. Recently, when he was in the Office, he stated:

"There are a large number of people in all kinds of positions with the Company who have, at one time or another, been associated with me. I am perfectly candid when I say that those men and women who have been associated with me, have, as a general rule, progressed and 'made good,' and helped build up the business of the Company.

"Their work and results have given me more genuine pleasure than anything else which I have accomplished personally. To see the young people in the organization succeed and advance, due to any encouragement that I have thrown their way, more than repays me for any effort put forth."

We have quoted this to show Mr. Savercool's deep interest in the welfare of his employees and consequently serves best the interest of the Company.

Mr. O. L. McCurdy, of the Philadelphia District, who made his first call on August 20th, shows on his Summary of Reports August 26th, one call and one sale amounting to about 21 points.

Good business, Mr. McCurdy. If you can do that well every six days in the year, you certainly will have a good record.

\* \* \*

All received in one fat envelope from R. T. Lawrence, Chicago District, and all dated Sept. 17th—12 orders, totaling approximately 30 points of garage business. Good work.



Mr. Dean S. Johnson, District Sales Manager, at his desk in his Office at San Francisco, California.

Mr. D. S. Johnson came from Michigan and previous to his connection with S. F. Bowser & Company was a Williams College man.

After leaving college he was for a few months in the employ of D. M. Ferry Company as salesman, with territory in the South.

October, 1906, Mr. Johnson entered the Bowser Organization, being assigned Sales Department work under Mr. W. G. Zahrt at Fort Wayne.

The finest tribute that can be paid to him is that in the position assigned to him he **made good**, his

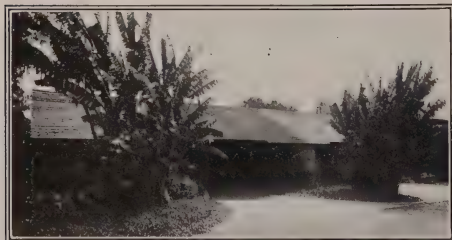
work being of such a satisfactory character that when the question of a man for San Francisco came up, it was decided that Mr. Johnson had all the qualities which would make him available for an important position at a new Branch Office.

June 1, 1908, the San Francisco Office was opened and Mr. Johnson became District Sales Manager. His successful work in the Western field is a well-known fact to everyone.

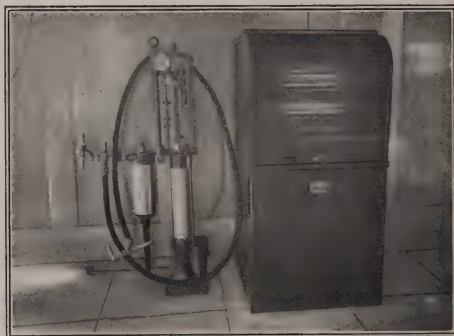
"Old Man Johnson," as he is familiarly known, is **still making good**. What more can or need be said?

Mr. C. I. Benford is a new recruit in the Denver District, who has taken territory in Northwestern Kansas. From the way Mr. Benford writes he is expecting pleasing results from Mr. Benford.

Mr. F. W. Swerer, who formerly sold Cash Registers, has begun to show his ability in the Denver District. Good luck, Mr. Swerer, and may you ring up a good big stack of business yet this year.



Exterior view of the Private Garage of Mr. F. W. Emery, 1400 Hillcrest Ave., Pasadena, Calif. Note the fine banana plants at the entrance.

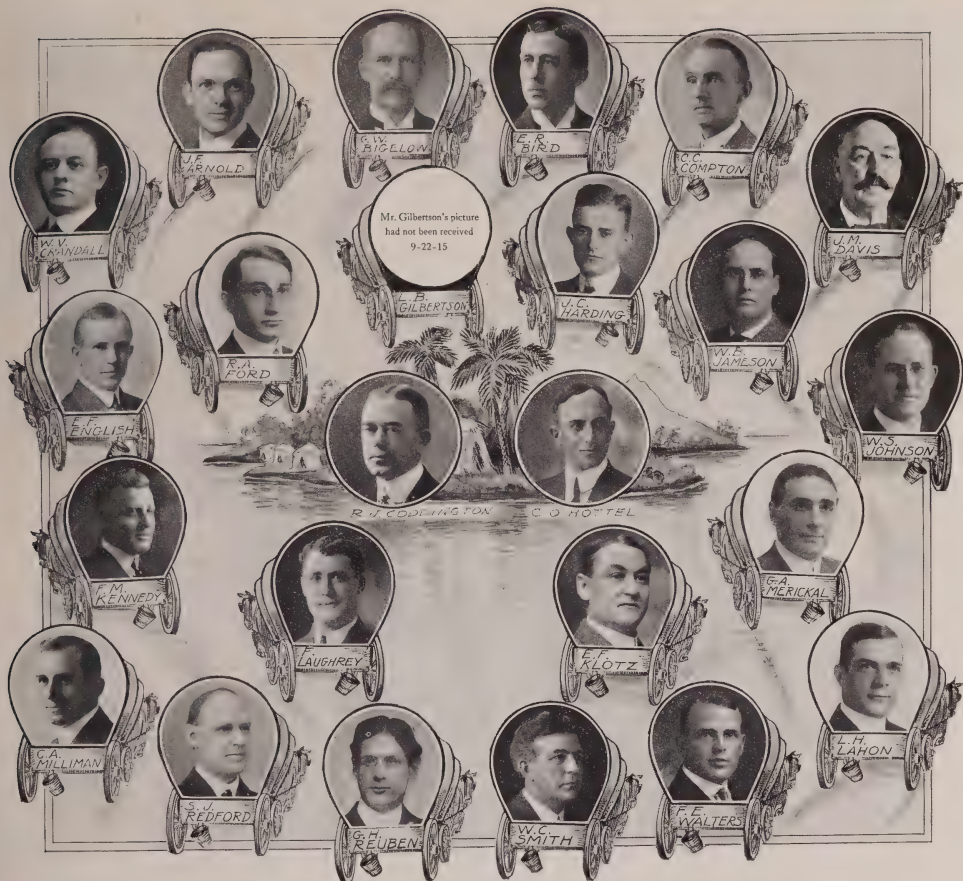


Bowser installations, Cut 41 and Cut 52-B Outfits in the Private Garage of Mr. F. W. Emery, 1400 Hillcrest Ave., Pasadena, Calif.

\* \* \*

Mr. A. McAllister, of Ottawa Territory, is to be congratulated on closing a very fine dry-cleaning order amounting to 38 points, for the Sanitary Laundry Company of Ottawa. This is the fourth Cut 251 System to be sold in Ottawa. Evidently there is nothing too good for Canada's capital City.





## THE SAN FRANCISCO DISTRICT SALESMEN

The Editor knew no better way of showing the excellent work done by these Coast Salesmen than to picture them in the prairie schooner which brought our forefathers across the plains and mountains to the Pacific Coast. If ever there was a hardy race of pioneers, men and women who accomplished results, those who braved the journey in this little ship of the plains they were it. However, it is impossible to give some information regarding one or two of the men in connection with the picture, therefore, the following explanation.

We want to call attention to Mr. S. D. Stoddard. He is District Sales Superintendent of the Portland Office with jurisdiction over salesmen in Oregon, Washington, a part of Idaho and a part of Montana. The Portland Office is under the jurisdiction of the San Francisco Branch Office.

Mr. O. E. Dustman is District Sales Superintendent of the Los Angeles Sales Office operating under the San Francisco Branch Office.

Hal Storr was standing much interested, in front of the hippopotamus case at the zoo.

When the keeper came by, he asked eagerly: "Is this animal amphibious?"

"Amphibious as hell, sir," was the prompt reply. "He wud bite you in a minute."

Dean Johnson was inspecting the zoo, and, going up to the keeper, said:

"I want to ask you which of the animals in the zoo you consider the most remarkable.

"Well, sir," he replied, "after careful consideration, as you might say, I've come to the conclusion that the biscuit goes to the laughing hyena."

"Indeed!" said Dean in surprise. "And why?"

"Well, sir," answered the zoological expert, "he only has a sleep once a week, he only has a meal once a month and he only has a drink once a year. So what he's got to laugh about is a bloomin' mystery to me!"

\* \* \*

"A great deal of what we call pleasure is largely imaginary," said the ready-made philosopher, J. B. Beall, of the Engineering Sales.

"I suppose so," replied the man who was working on his automobile.

"Now, wouldn't you like to be able to take a long ride without having to worry about speed limits or spark plugs or tires or anything like that?"

"I should say so."

"Well, here's a street car ticket."

\* \* \*

R. Hershall Mauk, superintendent of Sunday School, was illustrating for the children the text, "Arise and take the young child and his mother and flee into Egypt."

Showing them a large picture, he asked: "Now isn't that splendid? Here is the mother, here is the young child, there's Egypt in the distance."

The children, however, looked disappointed and finally one little boy piped out:

"Please, teacher, where's the flea?"



Office and Warehouse



**A—Office of Manager Collection Department**

1. Mr. E. C. Marsh, Manager

**B—Correspondence Sales and Order Departments**

1. Mr. E. W. Sherburne

**Views of Offices and Warehouse**

**E—Stenographic Department**

1. Miss Farber
2. Miss Williams

3. Miss Walmsley
4. Mrs. Morton
5. Miss Stussy





(ft. floor space)



at San Francisco, Cal.

**F—Shipping Department**

- |                 |                    |                        |
|-----------------|--------------------|------------------------|
| Bank Stock Room | 1. Mr. S. Hagerty  | 3. Mr. V. D. Sabietzki |
|                 | 2. Mr. H. C. Baker | 4. Mr. J. Glaister     |

**C—Installation and Service Departments**

- |                   |                      |
|-------------------|----------------------|
| 1. Mr. L. P. Yant | 2. Mr. Charles Rentz |
|-------------------|----------------------|

**D—Collection Department**

- |                               |
|-------------------------------|
| 1. Mrs. G. G. Phelan, Cashier |
| 2. Miss Sullivan, Clerk       |





## THE STRANGE EXPERIENCE OF SALESMAN H. M. TUNSTALL

Victoria, Texas, June 15, 1915.

Mr. George A. Townsend,  
Editor Boomer.

Dear Sir:—

I read in the Boomer quite often about different salesmen getting an order under very peculiar circumstances, etc., and I want to tell you about the order I didn't get.

I was in a little two-store town down in the Brazos' Bottom the other day selling one of the merchants a 5-Bbl. Cut 241 and while I was writing up the order the other merchant stepped in and with a very few words passed, they got into a regular "old country dance fight" and when I got them separated and finished writing up the order, my prospect would not sign up, although he got the best of the combat. I stayed with him for four long hours but could not get him cool enough to talk business.

I have often let a prospect get cold after I had sold him and would have a little trouble getting his signature, but this is the first time in all my life where I let one get so hot that I could not get him cool enough to sign the order.

If any of the other boys ever had an experience of this kind, would like to know how they handled it, though I hardly think this would occur any place outside of the Brazos' River Bottoms.

I left without the order but am going back and stay a week or get his signature.

Yours truly,

(Signed) H. M. TUNSTALL.

We recently received a newspaper clipping showing where a thief had gotten into a grocery store in W. F. Eichelberger's territory and stole \$600.00, all of the cash the proprietor had. Mr. Eichelberger, however, closed him for a 3-Bbl. Cut 303 Outfit.

This shows both salesmanship and diplomacy upon Mr. Eichelberger's part and an appreciation of Bowser quality on the part of the consumer.

\*\*\*

Mr. C. J. Rogers order No. 112 called for 1 2-Bbl., Type "B", 14 gauge Cut No. 1 Kerosene Outfit. Mr. Roger's letter accompanying the order read in part as follows:

"Enclosed please find order from a good Bowser customer. This subject purchased an old Bowser back outfit away back in 1890 and he didn't like the idea of buying a new outfit until the old one was completely gone."

Just another evidence of the durability of Bowser equipment.

\*\*\*

Briggs—Mr. Bechtel acted like a camel yesterday.

Rodman—How's that?

Briggs—He got his back up.

\*\*\*

Week before last our "Uncle Bob" Matthews, of Dallas District, made five sales in one day, four of which were for kerosene outfits sold in a strictly cotton country—not so "worse" for a bride-groom—eh?

In a letter accompanying these orders, Mr. Matthews said:

"Take it from me, I am going to be with the Boys in Fort Wayne January 1st and you might tell Mr. Bowser that there will be one dear little blond woman with me also."

## BOWSER SERVICE, QUALITY AND DURABILITY

Twenty-four years ago a merchant in Chenango County, New York State, purchased a 3-barrel Cut 1 Kerosene Outfit.

The other day our representative called upon this merchant and showed him the new line. He shook his head and said that he had one of our outfits and wouldn't trade it because it worked perfectly and had never cost him anything for repairs, nor had it ever given him the slightest trouble whatever.

However, the salesman was talking about the computer and this caught his attention. He asked if we wouldn't supply him with a pump only so that he could still retain the tank. Considering the length of service we made the exchange and today the old tank with the new pump with computer is doing business at the old stand.

## INTELLIGENT PERSISTENCY WINS

Nashville, Tenn., Feb. 19, 1915.

Mr. Geo. A. Townsend, Editor,  
of the Boomer.

Dear Sir:

You and the sales force might be interested to know of a little sales incident which happened just a few weeks ago.



In the town of —, Tenn., there are only two gasoline outfits. They are in the two garages, with the tanks buried in the back lots of the places and the pumps are inside. The Mayor and city commission would not allow a pump on the curb of the pavement. In fact one of our salesmen about a year ago sold a Cut 241 to a drug store. When the outfit arrived the city authorities positively refused to allow the equipment to be installed. The customer and the salesman brought all the pressure to bear that they could, but they still refused, and the customer had to ship the outfit back.

Last Month — & Co.

of that place, opened an Auto Supply House and Garage. I called on them and they said that they would buy a 241 if I could get the city authorities to permit them to install the pump on the curb. If they could not get the pump on the curb that they would not buy. I called on the Mayor and at first he turned me down and would not talk to me. But I made the claims of the BOWSER SAFETY and appearance on the curb so strong that he finally gave me a hearing. Finally he said that if it was just as I had said that he could not see any objections to the curb installation. Then I called on the other two Commissioners and finally gained the same expression from them. I went back to — & Co. and got their order for a Cut 241 with a 4-barrel tank and electric light attachment.

When the outfit arrived I was present and made a demonstration to the city authorities of the entire equipment. They were very much pleased with the safety efficiency and appearance of the BOWSER equipment with the pump installed on the curb. They said that this was the first time they had ever been gone at right about installing gasoline equipment in the city, and assured me of their co-operation in the future.

Trusting that this incident will be of some interest, I am Yours very truly,

J. H. ADKINS.

All gasoline storage system in — are BOWSER.

"How is this for Saturday's business and sold to — Refining Company at the"

(Signed) J. H. ADKINS.

The above is taken from Mr. Adkin's Daily Report and showed that he had captured a nice 16-point order that day.

## A NEW SALES ARGUMENT FROM ST. LOUIS

Dear Mr. Townsend:—I am writing a few of my prospects a letter like this:

### GREEK METHODS!

"In a certain town in America is a high school located in the outskirts. To reach it the pupils have to walk down a long street, nearly a mile, without a store on either side.



### ALL THREE PROFITED

"Soon another enterprising Greek followed, and then a third. To day you cannot walk to the high school without passing three Greek sidewalk fruit stands.

The students have got the habit. They could pass one fruit stand without buying. That was not difficult. It was possible, perhaps, to pass two, but three became too much. If the boy did not buy at first, he weakened when he reached the second and fell a victim at the third.

"What had the three fruit stands done? Merely established the habit in the boys and girls. One was not enough; it took two and perhaps three, but the habit was made. Not one, but all three, of the fruit stands profited. It was a true example of competition being the life of trade; it was the inspiration and the closing argument. So it is in selling FILTERED GASOLENE in the front of your grocery. Put that RED SENTRY PUMP where the drivers of cars must see it, here they cannot avoid seeing it. YOU are getting him in the habit of thinking of your FILTERED GASOLENE. You are getting him in the habit so strongly that when he thinks of gasoline he will think of yours in connection with your grocery.

"I am going to call on you again soon and talk it over. Think of the value before thinking of the price, and ask yourself if you don't think you are missing a profitable investment and a wonderful advertisement?"

(Signed) C. E. MacNICHOLS,

Salesman for S. F. Bowser & Co., Inc.

## THE QUALITY OF BOWSER GOODS AND THE SERVICE RENDERED ESTABLISH THEIR PRICE

Dear Mr. Townsend:

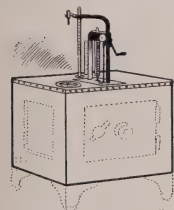
Hope this will be of assistance in closing an order or two.

Show the buyer why our products are priced very low, and if the salesman presents it properly, the buyers usually see the point. It is as follows:

"You realize, Mr. Wilson, and so do I, that in making an investment of any kind, you prefer to select the one that you consider safe, and the one that will bring you a sure profit. If you are purchasing an article of any kind you want the best you can get for the money.

"And if you can find any other outfit on the market that is cheaper and better than a Bowser, it is certainly your privilege to buy it. Bowser goods are built up to a Standard—not down to a price.

"To cheapen this outfit to reduce its selling price, would decrease the value of the outfit. To cheapen this outfit to reduce its selling price would not only decrease its earning power, but would decrease its LIFE and DURABILITY. So, THE IMPORTANT QUESTION WITH A BOWSER, IS NOT SO MUCH WHAT IT COSTS BUT WHAT IT EARNS ON ITS COST IN GIVEN TIME, AND HOW LONG THE OUTFIT WILL LAST. Bowser Outfits will last—right here in this county are



A BOWSER IS A "SAFE" INVESTMENT

outfits that have been in use for 20 and 25 years,—figure the cost yourself, Mr. Wilson, it's easy.

"Taking into consideration the absolute perfection of a Bowser and the fact that it is substantially built and will last a lifetime, the price is exceedingly low.

"Another very important point is the fact that it is the only practical and commercial outfit on the market, and to make it practical, has cost the Company HUNDREDS OF THOUSANDS OF DOLLARS. If this outfit could be manufactured for \$10.00 there would be no good reason why it should not command the price asked, which is very reasonable. Our Company could make a cheaper outfit and sell it cheaper, but it would not have the durability and earning power of this outfit and would actually cost you more than this outfit."

Yours very truly,  
(Signed) J. MILTON TUCKER.

## A "RED SENTRY" FOR A CIGAR STORE

July 1, 1915.

Dear Mr. Townsend:—

Sale of a 3-bbl. Cut 241 for Cigar Store.

This reminds me of reading an article in the Boomer a few weeks ago, stating that some salesman sold an outfit at a

I'M GOING TO PUT  
IN A CURB PUMP  
BEFORE I LEAVE



AND HE DID

Billiard Hall. Well, I think I have one just as good. The enclosed order was sold at a Cigar Store. I will give you a little story regarding this sale.

I called on all the groceries and garages. Land- ed a sale for a Cut 41 pump only at a garage, the rest of the merchants were dead ones and I got a cold reception in a lot of places. I told them I was going to put in a curb pump in the town before I left so I picked out this

Cigar Store, looked them up and found them O. K. I got them interested in the outfit and then I bumped up against the city Dads as there is no curb pump in town. However, good luck was with me as there was an ex-Oil Inspector on the Board of Council. I saw him and he promised me he would do all he could for me and wanted me to attend the meeting last eve, which was special to decide this matter.

I thought it wise not to attend this meeting but to meet a majority of the bunch, which I did and it worked out fine. This friend of mine called me after the meeting closed. Everything lovely. Closed this deal at 12 A. M. so you see I got this order July 1st in the morning, and I am going to have a Bowser Curb Pump, as I told them.

I surely feel that I really did something. When a man gets a subject to put his name on the dotted line in this kind of a fight, he has really made a sale.

If you want to use this in our great, popular Boomer, you have my good will. I am,

Very truly yours,

(Signed) J. E. ALLEN.

P. S. Rush this order out as soon as you can  
J. E. A.

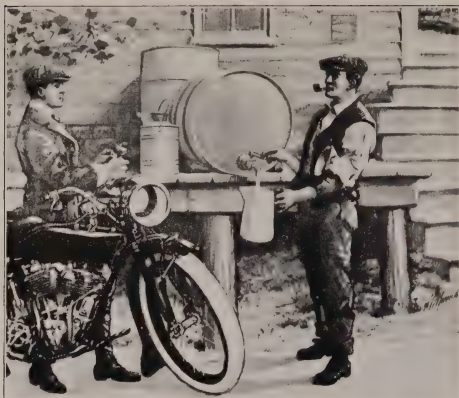
It certainly is too bad when a Bowser salesman works a town two times and calls on everything in the town but one barber shop and then comes back to that town later and finds that one barber shop has a curb outfit installed—not a Bowser. That is what one Ft. Wayne, otherwise successful salesman, did.

\*\*\*

How many of you salesmen have ever sold a gasoline outfit and then had your purchaser ask you where he could get a lubricating outfit. That is what happened to a Bowser salesman not long ago. We hate to tell his name as he did not tell us about it himself. We venture to say, however, that he kicked himself all over town after such an occurrence.

\*\*\*

Salesman J. M. Prigg, recently sent in a nice 13 point Public Garage Order calling for Cut 102 Equipment with Siphon.



**Inviting Disaster—A Powerful Illustration Showing the Need of Bowser Equipment.**



National Biscuit Company, New York City. View of the exterior. There is a Bowser 2-F-3 Filtration System installed serving 1 750 K. W., 1 500 K. W. Tandem and 1 250 K. W. Single Rice & Sargent Engines.



A Standard Oil Co. Service Station at Suttee and Mason Streets, San Francisco, Calif. They have in use the following Bowser equipment: 1 5-gal. Cut 101 Pump with Filter and Metal Hose, 3 5-bbl., 12 ga. Type "C" Tanks for gasoline and 3 1-bbl. Cut 63 outfits for lubricating oil. E. F. Klotz, Salesman, in his automobile in the background.

E. B. Bachman—"The last steak I had here I could have soled my shoes with it."

Butcher—"And why didn't you do it?"

Bachman—"So I would if I could have gotten the pegs to go through it."



Interior view of Chemical Station No. 1 of the Oakland Fire Department, Oakland, Calif., 59th and College Ave., showing a Bowser Cut 41 in constant use.



Exterior view of Chemical Station No. 1 of the Oakland Fire Department, 59th and College Ave., Oakland, Calif. This Station is thoroughly Bowserized.



Another Service Station of the Omen Oil Co., Valenzia and McCoppin Sts., San Francisco, Calif. They have in use at this Station the following Bowser equipment: 1 5-gal. Cut 101 Pump with Filter and Metal House, 3 5-bbl., Type "C" 12 ga. Tanks for Gasolene and 3 1-bbl. Cut 63 Outfits for Luricating Oil.

"G-g-good evening," said the young man who had come to speak to L. P. Murray.

"Good evening," said Murray. "You look a little nervous; how do you feel?"

"Flattered," said the young man. "I was afraid I looked scared to death."



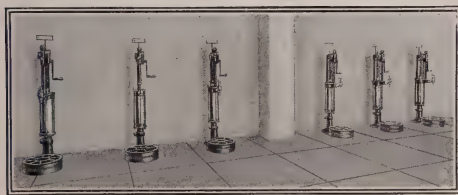
On his way to Denver in his "Saxon" with a pocket full of orders, Mr. R. W. Jewel met with a bit of good luck as he terms it.

After supplying his car with gasoline which was accomplished too abundantly by the storekeeper, and just as he was starting, the car reservoir caught fire and was soon a mass of flames. For about five minutes Mr. Jewel and the population of the little town were busy as bees and succeeded in getting the flames under control. The car is now in the repair shop.

Mr. Jewel is congratulating himself that he escaped with the orders he had in his pocket to say nothing of his life.



Exterior view of the Municipal Car Barns, San Francisco, Calif. This barn is thoroughly equipped with Bowser Outfits.



Oil Room in the Municipal Car Barns, San Francisco, Calif. Here are installed 6 3-bbl. Type "C" Cut 115 Outfits for distributing lubricating oil.

#### A TABULATED SALES ARGUMENT

The attached table showing the dividend investment on a Cut 241 Outfit has been worked up by Mr. T. J. Dabney, of the Dallas District, who has used it very successfully and we are passing it on to you.

The table will be self-explanatory and we feel sure that you will be able to use it very effectively as a convincing argument upon the profitableness of an investment in this equipment.

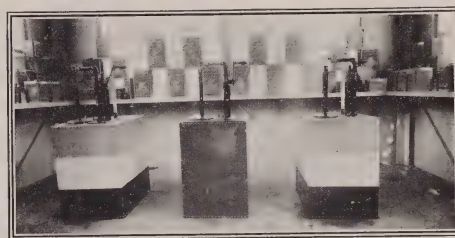
#### TOTAL INVESTMENT—\$300.00.

One 5-Bbl., 14-ga., "Red Sentry," Freight paid, installed and full of gasoline.

Gal. Sold Per Day	Gals. Sold Per Year	Profit Per Gal.	Yearly Profit	Per Cent. Profit
5	1,825	2c	36.50	12 1/2%
10	3,650	2c	73.00	25%
15	5,475	2c	109.50	36%
20	7,300	2c	146.00	48 2/3%
25	9,125	2c	182.50	60%
30	10,950	2c	229.00	76%
35	12,775	2c	255.00	85%
40	14,600	2c	292.00	97%
45	16,425	2c	328.50	109%
50	18,250	2c	365.00	121%
60	21,900	2c	438.00	146%
70	25,550	2c	511.00	170%
80	29,200	2c	584.00	194%
90	32,850	2c	657.00	218%
100	36,500	2c	730.00	242%
150	54,700	2c	1,095.00	365%
200	73,000	2c	1,460.00	486%
250	91,250	2c	1,825.00	608%
300	109,500	2c	2,190.00	703%



Richmond Station of the San Francisco Police Dept., 7th Ave. near Geary St., San Francisco, Calif. This is the first evidence we ever secured of Salesmen E. F. Klotz being in the hands of the police. Note Mgr. E. M. Savercool's smile of relief after bailing him out. This Station uses a 5-bbl. Cut 241 as shown.



Interior view of the Standard Oil Co.'s Service Station, corner Hyde and Golden Gate, San Francisco, Calif. Note the 3 Cut 63 Bowser equipment for handling their lubricating oil.



Exterior view of the Civic Center Garage, 174-176 Golden Gate Ave., San Francisco, Calif. This is completely Bowserized with 2 Cut 121 Wheel Tanks, 4 2-bbl. Cut 64 Battery equipment complete for Lubricating Oils, 1 5-gal. Cut 39 Pump with Meter and Filter and 2 5-bbl. Type "C" Tanks for Gasolene.

#### HARD LUCK FOR THE GARDEN?

"Your garden doesn't look very promising this year," said the neighbor to Mrs. H. J. Grovesnar.  
"Well," said the wife, "every time my husband got to digging in it he found a lot of worms, and they always reminded him of his fishing tackle."

"Opportunity really knocks at many a door."  
"Then why don't more of us succeed better?"  
"The trouble is that opportunity wants us to go to work."  
—R. G. FISHER.

If doing your level best is not putting you ahead there is something lacking in your standard.

The salesman who decides to have a good time as he goes along won't get very far along.

# Branch Office Standing

38th Week Ending September 25th, 1915

## Senior Offices

1. FORT WAYNE.....	E. J. Little, Mgr.
2. CHICAGO.....	T. D. Kingsley, Mgr.
3. DALLAS.....	B. L. Prince, Acting Mgr.
4. SAN FRANCISCO.....	D. S. Johnson, Mgr.
5. ALBANY.....	W. M. Mann, Mgr.
6. HARRISBURG.....	R. S. Colwell, Mgr.
7. ST. LOUIS.....	G. H. Hastings, Mgr.
8. TORONTO.....	W. R. Hance, Canadian Mgr.
9. ATLANTA.....	H. W. Brown, Mgr.

## Junior Offices

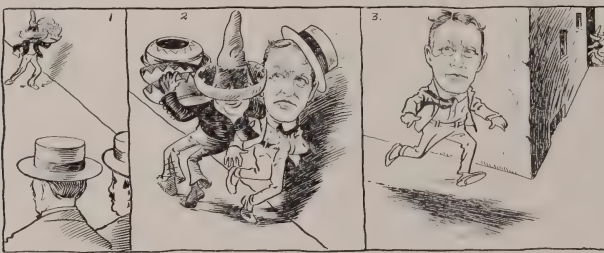
1. WASHINGTON.....	A. W. Dorsch, Mgr.
2. DENVER.....	C. C. Barnett, Mgr.
3. NEW YORK.....	H. C. Carpenter, Mgr.
4. LOUISVILLE.....	E. J. Gallmeyer, Mgr.
5. PHILADELPHIA.....	L. L. Walker, Mgr.

## Standing of Forty High Men, September 28, 1915

Salesman's Name.	Office.	Salesman's Name.	Office.	Salesman's Name.	Office.	Salesman's Name.	Office.
1. R. S. Johnson.....	Eng. Sales 14	A. E. Darling.....	Chicago 28	W. A. Merrill.....	Fort Wayne	29. G. W. Scott.....	New York
2. W. V. Crandall.....	San Francisco 15	F. W. Devereux.....	Albany 29	C. W. Scott.....	New York	30. C. J. Rogers.....	Chicago
3. R. T. Lawrence.....	Chicago 16	J. J. Manning.....	Chicago 30	C. J. Rogers.....	Chicago	31. J. J. Connelly.....	Eng. Sales
4. R. G. Fisher.....	Denver 17	C. C. Fredericks.....	St. Louis 31	J. J. Connelly.....	Eng. Sales	32. J. G. Roberts.....	Albany
5. W. B. Stamford.....	Eng. Sales 18	E. J. Murphy.....	Toronto 32	J. G. Roberts.....	Albany	33. F. H. Richardson.....	Albany
6. C. R. Eggleson.....	Albany 19	E. L. Milliron.....	Eng. Sales 33	J. F. Arnold.....	San Francisco	34. J. F. Arnold.....	San Francisco
7. G. H. Reuben.....	San Francisco 20	N. Mattingly.....	Chicago 34	J. F. Arnold.....	San Francisco	35. G. H. Schnabel.....	Chicago
8. H. A. Leonard.....	Chicago 21	G. P. Stovall.....	Washington 35	G. H. Schnabel.....	Chicago	36. W. H. Ladd.....	New York
9. R. W. Jewel.....	Denver 22	F. M. Kennedy.....	San Francisco 36	W. H. Ladd.....	New York	37. W. W. Ince.....	Dallas
10. H. A. Vortigern.....	Philadelphia 23	W. H. Pritchett.....	Fort Wayne 37	W. W. Ince.....	Dallas	38. W. A. Armstrong.....	Eng. Sales
11. S. F. Taylor.....	Eng. Sales 24	S. A. Collins.....	Albany 38	W. A. Armstrong.....	Eng. Sales	39. R. E. Clement.....	Chicago
12. R. Coddington.....	Denver 25	N. A. Ring.....	Albany 39	R. E. Clement.....	Chicago	40. M. C. Benham.....	Chicago
13. A. G. Hartgen.....	Harrisburg 26	H. T. Purdy.....	Atlanta 40	M. C. Benham.....	Chicago		
		R. D. Leonard.....	Harrisburg 27				

## Five High Men (Not Pacemakers) by points in each District Sept. 27, 1915 (Districts Listed Alphabetically)

ALBANY	DALLAS	FORT WAYNE	NEW YORK	SAN FRANCISCO
1. F. H. Richardson	1. J. M. Tucker	1. O. O. Koogle	1. G. W. Scott	1. J. F. Arnold
2. S. A. Collins	2. R. L. Matthews	2. J. L. Barth	2. W. H. Ladd	2. W. B. Jameson
3. J. G. Roberts	3. Ed. Haas	3. C. C. Wolfe	3. H. Dalgaard	3. E. R. Bird
4. G. W. Elliott	4. J. C. White	4. J. O. McCracken	4. F. H. Peeples	4. W. C. Smith
5. S. Roberts	5. C. M. Slinger	5. W. D. Pyle	5. F. J. Libbey	5. E. F. English
ATLANTA	DENVER	HARRISBURG	PHILADELPHIA	TORONTO
1. M. Beddingfield	1. J. F. Vonderembse	1. J. M. Prigg	1. W. M. Booker	1. T. H. Rhodes
2. T. E. McWaters	2. H. U. Earle	2. C. P. Law	2. J. P. O'Neil	2. N. Paquette
3. R. W. Maxey	3. A. M. Lucas	3. W. B. Offerle	3. W. J. McKeon	3. H. T. Stearne
4. E. B. Bachman	4. F. H. Kilver	4. M. A. DeSouza	4. O. L. McCurdy	4. J. W. Merickel
5. L. W. Crow	5. J. H. Wilson	5. K. F. Hessenmueller	Note: (Only Four active.)	5. H. M. Fickler
CHICAGO	ENG. SALES	LOUISVILLE	ST. LOUIS	WASHINGTON
1. M. C. Benham	1. S. F. Taylor	1. Max Heintze	1. W. E. Touseley	1. D. W. Darden
2. R. L. Duncan	2. E. L. Milliron	2. D. Moore	2. G. P. Dickey	2. J. T. Gibbons
3. W. P. Shepherd	3. J. J. Connelly	3. C. W. Wilson	3. W. C. Sutton	3. W. S. Stoner
4. G. H. Schnabel	4. W. A. Armstrong	4. J. W. Dickason	4. J. F. Goran	4. A. L. Corbin
5. J. Ward	5. H. E. Dobson	5. W. J. Wheeler	5. W. A. Lee	5. N. B. Steele



### HOW E. M. S. LOST HIS GOLD WATCH

One day, not so long ago, Mr. E. M. Savercool, Western Manager, was in a small Mexican town going over the territory with an ex-salesman. They were returning from the restaurant to a hotel in broad daylight and there was no one else on the street but those two.

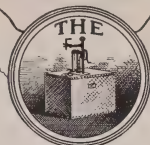
Around the corner came a basket peddler who was apparently crippled. They paid no attention to him but when he came limping nearer them, he misstepped, lurched and fell against Mr. Savercool. Mr. Savercool was very indignant and gave him a good Yankee "talking to." The peddler apologized

in Spanish and disappeared around the corner.

Mr. Savercool hadn't gone more than a hundred feet when, feeling for his watch to find out the time, he discovered that both it and the chain were gone. Immediately he realized that this basket peddler was one of the gang of clever pickpockets that overrun Mexico. He ran quickly back to where the peddler had disappeared, but naturally there was no one in sight.

Mr. Savercool says the next time he goes to Mexico he intends to buy a dollar watch and leather fob, with a chain and a fish hook on the end attached to his clothes. He will then be in a position to catch the goods on the pickpocket and get him in jail. The law in Mexico is very strict, to the effect that if a man is robbed and the stolen goods are not found on the person arrested, you, the accuser, are put in jail instead of the suspected person.

What makes Mr. Savercool so sore with himself is to think that he would be robbed of this valuable watch in broad daylight, practically alone on a broad street.



The Hub of the "Pike's Peak" Bunch —Mr. C. C. Barnet, Manager of the Denver District, in his Office, 950 Gas and Electric Building, Denver Colorado

In spite of the fact that Mr. C. C. Barnet was born and raised most of his early life on a farm near what is known as the Devil's Backbone in Preble County, Ohio, he was not handicapped. He took the Backbone and left the Devil and, By Gum! he's sure had some backbone all his life.

During a Street Show in March, 1906, at Dayton, Ohio, we had an exhibit in charge of Mr. C. A. Dunkelberg. "Dunk" accidentally on purpose ran into "C. C." and persuaded him to join the Company. "Dunk" must have used his "come hither" in his eye mightily that time because along about April 1st, 1906, Mr. Barnet began "rooting and boosting" for S. F. Bowser & Company.

He started in the Mail Order Department under Mr. Bechtel. The "Big Chief" told him to dig in and show a proportionate increase in sales over the preceding year. "C. C." had the pleasure of telling him later that he had followed his instruction to the letter. Consequently, in August of that year, he was transferred to the Toronto Office as Assistant Manager to Mr. Hance. There among the "Canucks" and old "war horses" in that territory he remained until the following September.

He then took up sales work in Southern West Virginia. In March, 1909, Mr. Barnet became Division Superintendent with headquarters at Pitts-

burgh. He continued in this capacity, working with the men, securing new men, doing special sales work, etc., until September, 1911, when, for family reasons, he took the Dayton, Ohio, territory. It was necessary for him to be at home, owing to his wife's long illness. Upon her recovery in October, 1912, he was assigned the Colorado Springs, Colorado territory.

In January, 1913, Mr. H. E. Anderson, then Denver District Manager, was sent to England and Mr. Barnet was appointed his successor as District Superintendent. His District, in 1913, landed fourth place. In 1914, when the Senior and Junior Offices were organized, they landed in first place and fully expects and determines to repeat in 1915. (?)

Mr. Barnet has always been connected in sales work. Preceding his connection with our organization he was with the National Cash Register Company for seven years. Five years before that he did similar work with the Sidney School Furniture Co., Sidney, Ohio.

"C. C." is an indefatigable worker, persistent, and chock-full of ginger and enthusiasm, backing it all with good judgment and the ability to maintain the loyalty and friendship of the men with whom he is associated. Believe us, "C. C." is all right.

(Editors Note:—"C. C." you had better turn around and bar the door to the right of your desk or "Daddy-Long-Legs'll get your cup, if y'u don't watch out.")





# THE TORONTO DISTRICT ADDS A FAMOUS CANADIAN AFTER DINNER SPEAKER TO ITS DELEGATION

Mr. T. H. Rhodes, of the Toronto District, Was Elected a Member of the Pacemakers' Club on September 20th, With a Total of 584 Points to His Credit

Vice-President, April 23, 1912. Closed year with 1380 Points.

Pacemaker, December 11, 1913. Closed year with 526 Points.

Pacemaker, September 20, 1915. Closed year with — Points.

Those of you who were present at the 1912 Convention will remember the pleasant surprise that was sprung when Mr. Rhodes, the Vice President of the Club that year, rose to his feet and addressed the management here at the Home Office in one of the first open meetings. The good sense he expressed was interspersed with some capital stories and this speech put Mr. Rhodes immediately into the limelight.



Mr. T. H. Rhodes

To a large number of our sales organization Mr. Rhodes requires little or no introduction. He is a very high-grade salesman and is an ardent exponent of the "C. W. O." way of doing business.

Mr. Rhodes came with us about March 1st, 1911. He at once produced business and when the Club started in 1912, quickly elected himself Vice President. He repeated in 1913 as his record shows, but owing to conditions in Saskatchewan, where he travels, the war and other obstacles, it was impossible for him to secure the requisite number of points to put him into the Club. However, he almost made it in spite of these handicaps. This year, real estate had dropped to normal, crop failures were unknown, the people had adjusted themselves to war conditions, and consequently Mr. Rhodes, with his splendid sales ability, has made the Club.

We congratulate you, Mr. Rhodes, on your entrance into the Club this year and trust that no obstacle will prevent you being with us again next year, only earlier.

# IT'S THE "CUP OR BUST" WITH THE "PIKES PEAK" BOYS—HERE'S ANOTHER ONE THAT HAS JOINED THE CLUB

Mr. J. F. Vonderembse, of the Denver District, Was Elected a Member of the Pacemakers' Club on September 20th, With a Total of 507 Points to His Credit

Pacemaker, September 20, 1915. Closed year with — Points.

Although this is the first time Mr. Vonderembse has broken into the Pacemakers' Club, he is none the less welcome. Mr. Vonderembse joined the Company in July, 1912. He made a game fight for the Club that year but did not get in. In 1913 he started out gamely and almost achieved the result. However, instead of being discouraged at his two former attempts, he just took another notch in his belt and started out to get in the Club in 1914 or know the reason "Why." He discovered the reason why, because this year he is in, in spite of his three former failures to make it.



J. F. Vonderembse

Mr. Vonderembse is of a most pleasing personality, a systematic, hard worker, and now that he puts in about 95% of his time talking Bowser Equipment, he is reaping the results of his labor. He travels in the dry farming districts of Eastern Colorado, so he doesn't care whether it rains or not.

Mr. Vonderembse is a very high-grade type of gentleman and a native of the "Buckeye" State. He graduated from the rubber boot and shoe industry into selling Bowser Equipment. He would rather talk our line than eat when he is hungry.

It's just this sort of persistency, Mr. Vonderembse, that puts you on top and we heartily congratulate you on your fourth attempt. "Nothing succeeds like success" and we hope to see you with us again next year.



# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY  
S. F. BOWSER & CO., Inc.

Edited by GEO. A. TOWNSEND

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS SALESMEN

Vol. XII OCTOBER 15, 1915 No. 11

## WORK

Labor was the primal curse, but it was softened into mercy, and made the pledge of cheerful days, and nights without a groan.

Labor rids us of three great evils—irksomeness, vice, and poverty.

Nothing is denied to well-directed labor, and nothing is ever to be attained without it.

Men seldom die of hard work; activity is God's medicine. The highest genius is willingness and ability to do hard work. Any other conception of genius makes it a doubtful, if not a dangerous, possession.

A steady application to work is the healthiest training for every individual, so it is the best discipline of a state. Honorable industry always travels the same road with enjoyment and duty, and progress is altogether impossible without it.

Labor is one of the great elements of society—the great substantial interest on which we all stand. Not feudal service, or predial toil, or the irksome drudgery of one race of mankind subjected, on account of their color, to another; but labor, intelligent, manly, independent, thinking and acting for itself, earning its own wages, accumulating those wages into capital, educating childhood, maintaining worship, claiming the right of the elective franchise, and helping to uphold the great fabric of the State—that is American labor; and all our sympathies are with it, and our voice, till we are dumb, will be for it.

## KEROSENE AND GASOLENE

Wouldn't it be a monotonous old world if Mother Nature decided to send us one particular brand of weather during all the four seasons? Just supposing, for instance, she went to sleep on a cold winter's day the latter part of January and did not awaken for eight or ten years. What would become of humanity. Again, supposing the same thing happened on a hot midsummer day in August. Would there be anything left of the human race at the end of ten years?

Nature follows divine law and it knows what is best to promote longevity, happiness, contentment, and all other attributes of good.

In landscape gardening, a successful artist follows Nature's lines as closely as possible. Why not, in your own sales work, draw a little lesson from what is going on around you every day? If you get yourself into a rut and sell only gasoline equipment, you have gone to sleep on the job and sometime in the very near future, you will wake up and find that the rut is much deeper, with a wall, six foot, at each end and sod over all.

Get out of the rut now. Variety is the spice of life. Tackle all of the equipment. Get busy on the kerosene line. There is more kerosene sold and burned today than was ever before in the history of the Oil Companies. Wherever kerosene is used a Bowser equipment is an absolute necessity.

Come, men, wake up to your opportunity. Opportunity is knocking at your door. True, she may look like hard work, but nevertheless she is there with the goods all right.

It's up to you, men to work along Nature's lines and build a broader, better business as our esteemed Sales Manager Mr. Murray so patiently, persistently advocates.

## DECEMBER 22ND

Sixty-eight Days from Today is December 22nd

At midnight, December 22nd, you either must have taken enough orders for immediate shipment to net you 500 points of acceptable and passed-to-the-factory-for-shipment business, or you will still be on the outside looking inside.

Whether the factory can or cannot make shipment this current year on orders taken late in November or December for immediate shipment, depends largely upon what the order specifies and consequently, to avoid any injustice whatsoever, if you have secured enough accepted and passed business for immediate shipment before midnight, December 22nd, to net you 500 points, you will be declared a Pacemaker.

Not only does the Pacemaker Contest close at midnight, December 22nd, but the Senior and Junior Office standings will be decided by the business secured up to and including that momentous date in Bowser history.

Isn't it about time that you took stock of yourself and find just where you and your District stand? You may not have a chance to get into the Club this year; but your increased effort now may give the necessary impetus to capture the Cup for your District. That means co-operation with a capital "C."

In co-operating, you not only benefit yourself, your family, your bank account, but you have the satisfaction of knowing that you helped your District across the line a winner.

Some satisfaction, believe us.

For some unforeseen reason the pictures of Mr. O. E. Dushman and Mr. S. D. Stoddard were omitted from the San Francisco Edition of the Boomer, October 1st.

These two gentlemen have been with us for years. Both of them are very high-grade salesmen and are important spokes in the wheel at San Francisco. While they are not classed as salesmen at present, they both being District Superintendents under the San Francisco Office, they are, nevertheless, high-grade Bowser salesmen and do sales work, all of which goes to the credit of the salesmen under their jurisdiction.

We call your attention to their pictures on Page 118 of this issue.

## TO BE A SUCCESSFUL SALESMAN THE FOLLOWING QUALIFICATIONS ARE ESSENTIAL, BY "ONE OF THE BOYS"

1. A thorough knowledge of the goods you are selling.



2. A thorough belief in the same.
3. A perfect trust and loyalty to your firm.
4. A genial and sunny disposition.
5. A neat, clean and tidy appearance.
6. A patience that would make Job's look like 30 cents.
7. A tenacity of purpose, only equaled by a thoroughbred bulldog.
8. A fund of diplomacy "a la corps Diplomatic Francaise."
9. The nerve of a Teddy Roosevelt.
10. The politeness of a Chesterfield.
11. The persuasive powers of a Vardeman—or a "Billy" Sunday.
12. The language of an Ingersoll.
13. The thoroughness of a Cecil J. Rhodes.
14. And finally the "Stick-to-it-iveness" and determination, for which the Bowser salesmen are noted, with the common horse sense of a Woodrow Wilson.

We are pleased to know that Salesman C. E. Mac-Nichols' 7-point Public Garage order was not for a Cut 241 as stated, but was for a Battery of Cut 64's with all accessories.

This is on broader, better business lines and shows that the St. Louis District men, at least one of them, is wide awake and on to greater possibilities.

IF POSSIBLE, WE INTEND TO HAVE THE NEXT MEMBER FROM THE CHICAGO DISTRICT WRITE HIS OWN HEAD LINE AS THE EDITOR HAS LOST COUNT

Mr. W. P. Shepherd, of the Chicago District, Was Elected a Member of the Pacemakers' Club on September 24th, With a Total of 503 Points to His Credit.

Pacemaker, December 3, 1912. Closed year with 547 Points.

Pacemaker, September 15, 1913. Closed year with 581 Points.

Pacemaker, October 18, 1914. Closed year with 592 Points.

Pacemaker, September 24, 1915. Closed year with — Points.

Last year, those of you who were here at the Convention, will remember the "Mutt" and "Jeff" of the Chicago delegation, Messrs. Darling and Shepherd. The "Jeff" end of this team has always been a keen though friendly rival with Mr. R. L. Duncan. Last year Duncan beat "Jeff" Shepherd into the Club by seventeen days. This year he's got the laugh on his friend as he got in a day ahead of him.



Mr. W. P. Shepherd is a mighty good producer and an insistent "F. C. W. O." man. As evidence of his ability in this line, he closed 503 points of business so far and nearly 50% of it is "C. W. O." Over 60% of the "C. W. O." is "F. C. W. O." He is a very smooth Bowser salesman, knowing his line and his territory. He is thought a great deal of by the management of the Chicago District and their feelings are more than reciprocated.

Mr. Shepherd would not hear of being left out of the Club any more than would such men as Reuben, Crandall, Benham, Eggleston, and other top-notch Bowser men. The greater the obstacle the greater the persistency and the smoother Mr. Shepherd works. As an example of his persistency, he joined our organization March 20th, 1912, and did not write an order, in spite of his hard work, until April 2nd.

Congratulations on your achievement this year, Mr. Shepherd, and may you be a five-time winner next year.



HERE'S THE TWELFTH MEMBER OF THE CHICAGO DELEGATION—JUST WATCH 'EM GROW

Mr. R. L. Duncan, of the Chicago District, Was Elected a Member of the Pacemakers' Club on September 25th, With a Total of 501 Points to His Credit.

Pacemaker, July 25, 1912. Closed year with 819 Points.

Pacemaker, September 18, 1913. Closed year with 564 Points.

Pacemaker, October 1, 1914. Closed year with 559 Points.

Pacemaker, September 25, 1915. Closed year with — Points.

If there is any man in the Chicago District that can be counted upon in an emergency to produce business, that man is Mr. R. L. Duncan. He is a high type Bowser salesman and, in fact, is a very substantial business man. He is most willing to help, reasonable in his demands, and desirous of following the rules.

Ever since he joined the organization on May 2nd, 1905, he has been a steady producer. In most cases he is a prize winner. As evidence of that, look at his record in the Pacemakers' Club.

It was "nip and tuck" between him and his friend, Shepherd, but this year Shepherd put it over him by one day. By the same token he will be the first to congratulate him on his "win."

Mr. Duncan is generous to a fault and willing to go the second mile with any man. The Editor has reason to remember his kindness when he asked him for certain information in his territory some years ago. The thoroughness with which he replied was indicative of his character. The Pacemakers' Club is honored by his entrance into it.

We congratulate you, Mr. Duncan, on your achievement this year and may you also be among the five-time repeaters next year.



Mr. R. L. Duncan



## THEY'RE COMING IN BUNCHES THESE DAYS AND IT KEEPS US BUSY RECORDING ADDITIONS TO THE CHICAGO DELEGATION

**Mr. M. C. Benham, of the Chicago District, Was Elected a Member of the Pacemakers' Club on September 21st, With a Total of 504 Points to His Credit**

**Pacemaker, August 12, 1912. Closed year with 826 Points.**

**President, April 19, 1913. Closed year with 1186 Points.**

**President, April 9, 1914. Closed year with 966 Points.**

**Pacemaker, September 21, 1915. Closed year with — Points.**

Some men just can't help but be a success. Mr. Benham belongs to this type. It doesn't matter what he undertakes, he's just got to go to the top. Look at his record above. Twice he has obtained the honor of being President of the Club and, believe us, this is no small honor.

Just why he did not go after it this year we can not explain. We believe, however, that he felt being in the limelight for two years in succession was sufficient and he would take it a little slow and come in later. He is here now and coming with a rush, and it wouldn't surprise us, if he kept up his present gait, that he became a Tablet Cutter at the end of the year.

Mr. Benham is not only a salesman but he is strictly a representative of the Company in his territory. He is a capable, high-grade business man, obtaining and maintaining the respect of all his customers and prospects. Mr. Benham is a credit to the Company, the District he represents, his family, and the community in which he lives. He has always made good no matter what the obstacles were before him.

It is a pleasure, Mr. Benham, to welcome you again into the Club and to know that you will be here with the Chicago delegation at the coming Convention. Here's our hand in endorsing these sentiments.

## WE'VE TEMPORARILY RUN OUT OF HEADINGS RECORDING ADDITIONS TO THE CHICAGO DELEGATION

**Mr. G. H. Schnabel, of the Chicago District, Was Elected a Member of the Pacemakers' Club on September 24th, With a Total of 501 Points to His Credit.**

**Pacemaker, December 17, 1912. Closed year with 509 Points.**

**Pacemaker, October 15, 1913. Closed year with 593 Points.**

**Pacemaker, September 24, 1915. Closed year with — Points.**

Well look who's here!

We surely are glad to see George Schnabel's name on the roster of the Pacemakers' Club. He has always been a chronic Prize Winner and it nearly broke his heart last year because he was laid up two months during the best part of the season on account of an operation for appendicitis. This just kept him out of the Club, spoiled his Christmas, ruined his disposition for the holidays, but mostly hurt his pride. However, on New Year's he pulled himself together and made a mighty resolution that it would

happen again and here he is. Don't his smiling countenance look good. It sure pays to be prosperous.

George is one fine, capable Bowser salesman. There are no flights of oratory in his sales work, but he is a worker with a capital W. He sells strictly upon the merits of the goods and is very careful to see that each item is fully explained so that when an order is taken the prospect is a customer indeed and thoroughly understands what he has bought. There is very little trouble with George's orders owing to his thoroughness.

Congratulations, George, on your making the Club this year. Go to it and get in next year earlier and make up for last year's unavoidable omission in this respect.

## ANOTHER STURDY NEW ENGLAND YANKEE IS ADDED TO THE ALBANY DELEGATION

**Mr. F. H. Richardson, of the Albany District, Was Elected a Member of the Pacemakers' Club on September 24th, With a Total of 502 Points to His Credit.**

**Pacemaker, December 4, 1912. Closed year with 521 Points.**

**Pacemaker, September 25, 1913. Closed year with 585 Points.**

**Pacemaker, September 10, 1914. Closed year with 598 Points.**

**Pacemaker, September 24, 1915. Closed with — Points.**

On or about July 4th, this year, "F. H." became convinced that he wasn't going over his territory fast enough and that if he wanted to get into the Club it was up to him to work harder. Seriously talking this matter over with himself on Independence Day, he decided there was just one thing he needed to put him into the Club.



Mr. F. H. Richardson

Now, when "F. H." makes a decision of this kind, nothing will stop him in accomplishing his purpose, so he at once looked into the question and soon was the owner of a five-passenger "Buick." Now it takes two to see him go by, and since his purchase he has piled up points so fast that not only has he secured the necessary 500 points to put him into the Club, but he is on his way to close the year with a greater number of points than he ever had before.

"F. H." travels and works, (and we want to emphasize that word "works" so we mention it again), the greater portion of the State of New Hampshire.

Reverting again to the five-passenger "Buick," his decision to purchase this size of car instead of a runabout, is due to the fact that there is a Mrs. Richardson and two children.

Mr. Richardson is one of these big hearted New England Yankees, with the instinctive ability to sell. We are firmly convinced that "F. H." could sell blue sky in Arizona in that section where it never rains, and that's going some, believe us.

Congratulations, "F. H.," on your entrance into the Club. May you make it a five-time proposition next year.

## A SARCASTIC GUEST

"How long has this restaurant been open?" asked A. D. Wyckoff.

"Two years," said the proprietor.

"I am sorry I did not know it," said the guest. "I should be better off if I could have come here then."

"Yes," smiled the proprietor, very much pleased. "How is that?"

"I should probably have been served by this time if I had," said A. D., and the entente cordiale vanished.



**S. D. STODDARD, DISTRICT SALES SUPERINTENDENT, PORTLAND, ORE.**

Mr. Stoddard came from Bridgeport, Conn. before engaging with S. F. Bowser & Company with the Locomobile Company of America.

Engaged with S. F. Bowser & Company in 1906. Was transferred to Portland, Oregon, where he continued as salesman until February, 1914, when he was appointed District Sales Superintendent of Portland District with jurisdiction over Oregon, Washington and part of Idaho, this territory being subsidiary to the San Francisco Office.

Salesman J. T. Gibbons, the "Beau Brummel" of the Washington District, is a man who always closes a fine business and has the honor of having the largest amount of business for the month of August, in his District. Mr. Gibbons made over three times his quota for that month.

\* \* \*

Salesman J. L. Hobbs, of the St. Louis District, was quite badly injured in an automobile accident August 31st. He was laid up and off of his territory until the last of September. We are glad to know that he is back again.

\* \* \*

**"YOUR STORY" OF THE 17TH INST REVISED  
A LA MURRAY (WITH APOLOGIES)**

Mr. Geo. A. Townsend,

Corresponding Sec'y,

Our old gray horse had the epizootic,

Away down in his thorax,

Father got an old gas pipe,

Filled up with powdered borax,

Put one end in the horse's mouth,

Pa, he blew in the other,

Just as he blew the horse he coughed

And the blow almost killed father.

(Signed) T. C. POTTS.

Cleveland, Ohio, September 23, 1915.

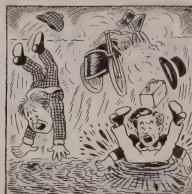
\* \* \*

When the Editor stuck his head in Mr. Storr's Office, he was greeted with a whoop and the announcement that our old friend, "Wally" Armstrong, had turned in approximately 180 points of business.

This surely looks as if "Wally" meant to redeem his pledge and get into the Club this year. You can't keep an Armstrong down.

**SWERER'S BUFFALO PLUNGE BATH**

While it is not the most pleasant thing in the experiences of a Bowser salesman to be thrown from a motorcycle side-car into an old buffalo plunge, it is strictly up to the salesman to take the "bitter with the sweet," pick up his sample case from the mud and mire and hot foot it to the next prospect.



It was just a few days ago when F. W. Swerer, a new man in Denver District territory, was traveling from

Imperial to Venango, Nebraska, in the side-car of a motorcycle over a highway known as the "White Pole" route and which directs its course over an old railroad project. At a certain point just approaching a deep fill and traveling at about thirty-five miles per hour, the machine struck a jog in the road and the driver and passenger were hurled through the air into about five feet of extremely muddy water. Swerer says it was not a pleasant sensation and about the only redeeming feature of the incident was the fact that both had a soft place to land.

After lying on the lonely desert, clothed in nature's garments only, for about two hours, while their clothing dried, the two men proceeded on their way to Venango, none the worse for their experience.



**O. E. DUSTMAN, DISTRICT SALES SUPERINTENDENT, LOS ANGELES, CAL.**

Mr. Dustman came from Indiana.

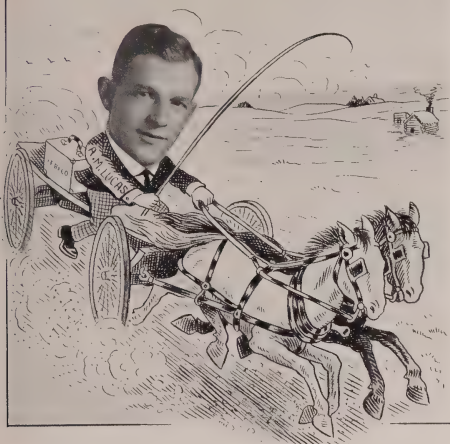
Engaged with S. F. Bowser & Company July 16, 1905. His first employment was in the Installation Department at Port Wayne.

In 1907 he was transferred to San Francisco to take charge of Warehouse at that point.

1910 was sent to Mexico in connection with the Mexico City Office.

1911 returned to Los Angeles to take charge of the Los Angeles sales work, having jurisdiction over Northern California, this territory being subsidiary to the San Francisco Office.

"The club and cup,  
or bust."



#### AN EMISSARY OF THE KAISER

Alliance, Nebraska,  
September 20th, 1915.

Mr. Geo. A. Townsend,  
Editor Boomer.

My Dear Sir:—

Having in the past always appreciated reading in the "Boomer" of the experiences of some of my fellow salesmen, I want to relate a rather amusing circumstance which fell to my lot a few days ago.

I have territory which includes the great sand hills of Western Nebraska. It is very sparsely settled and is dotted with but a few small stores, located for the most part some distance off the railroad. To reach these dealers is what the celebrated "Ford" is intended for.



Arriving at a certain town, I hired a man to take me on a drive of about 110 miles the round trip. We left early in the morning and plodded along all day without any very appreciable results. We had a swell time pushing and boosting the car through the sand. There were only 116 gates to open and shut (actual count), which work, of course, devolved upon the passenger who had nothing else to do, your humble servant. Now I want to state right here, if there is any style gate fastener the Nebraska farmer or cattle man has overlooked, it should be brought to his notice.

The last store located on this trip which we were to visit is presided over by a very eccentric old German. I had been advised of his peculiarities before reaching there. I managed to borrow a typical German cap, such as is worn by the German soldier, which came in very handy for my little stunt.

About 5 P. M., upon reaching his domicile, which by the way was a sod house, the first thing I spied was three or four German and Swiss Mauser rifles.

"Good afternoon (in German.) Are you Mr.

"Yes, sir."

My name is Vonderembse and I suppose you are anxious to know my mission. I am a special representative of the German Government, sent to this country to enlist recruits for the army and have come to pay you a friendly call."

His wife and children, all the while, sat with open eyed amazement, thinking they were about to lose the landlord of the place.

Mr. ——— was very entertaining and showed me a number of interesting relics of his native country in the way of ammunition shells, guns,



etc. We talked about the various phases of the war for a long while and at 8 P. M. I was still the emissary of the Kaiser.

When I finally revealed my identity, I could not help but notice the relieved expression of the wife and children as well as the host himself. He was so well pleased that I had no trouble getting his name on the dotted line for a Bowser Gasoline Outfit. At 10 P. M. we were on our way back to town. However, it was a long, long way to civilization.

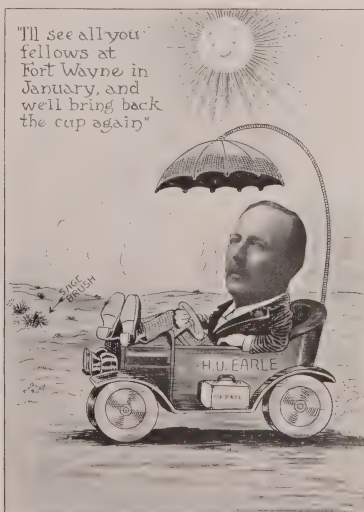
It as a very pleasant night for autodriving, though somewhat dark. But after making about ten miles the foolish "Ford" took a notion for more gasoline which we were absolutely unable to furnish. Had to walk back three miles to borrow a supply and three miles back to the car again. Carburetor troubles and one blow-out did not add any pleasure to our joy-ride.

Between all this, and boosting the car over some high sandhills, not to forget the ever-present gate, we arrived at the railroad safe and sound at 3:15 P. M., just in time for the 3:20 train east. We hadn't had a square meal since breakfast, but an enthusiastic Bowser salesman doesn't need very much food. I was very tired, but happy in the thought that I had made a Bowser booster out of an apparently hopeless case.

Very truly yours,

(Signed) J. F. VONDEREMBSE.

"I'll see all you  
fellows at  
Fort Wayne in  
January, and  
we'll bring back  
the cup again"







Mr. L. Williams and Mr. O. J. Moore are two men who have recently taken up the work in the St. Louis District and from whom we expect to hear things in the near future.

Mr. H. J. Bradshaw recently closed a nice 14-point Public Garage order for Cut 102 and 241 Pumps.

Our old friend, John Lea, sends in a 12-point store order for Cut 241 Outfit.

We noticed a nice order from W. N. Daniel amounting to 10 points garage business.

Good work, Mr. Daniel. You surely "bearded the lion in his den" that time.

Laverty and Homsher came across with a 13-point store order. Evidently these men still maintain their old gait.

Mr. R. E. Fleming, who was until recently in the Atlanta Office, but who is now regularly covering territory, is showing that he has ability in the field as well as in the office. Good luck, Robert.

By the way, you used to contribute to the Boomer. Do not forget now that we can use some more of those contributions.

We noticed a nice store order from Mr. C. E. Smith, of the Ft. Wayne District, amounting to approximately 12 points on a Cut 241 Outfit.

Mr. J. E. Lipsey recently closed a nice garage order for a Cut 424 Outfit complete with lubricating compartment, filter and transfer pump.

We noticed the other day a nice store order from Mr. T. F. McWaters for a 5-bbl., 14 ga., Cut 101 outfit, "F. C. W. O."

Mr. J. A. Williams is another "Red Sentry" sales-

man and we noticed a nice order from him for a 5-bbl., 12 ga., outfit with Cut No. 3 Siphon included.

Mr. P. M. Walsh sends in a nice order for a Cut 41 outfit with Hose, Portable Nozzle and Two-Way Nozzle.

Mr. Wm. Booker recently booked a Garage order amounting to about 12 points calling for 10 1-bbl., Cut 63 Outfits. Evidently this is one time the Lubricating Oil Storage was not overlooked.

Every once in a while we go across to the Order Department and get a line on the class of orders the boys are selling. Sometimes about the only thing we can see is orders for "Red Sentries." Of course, this is good business but why don't some of you sell more Cut 19's, Batteries of Cut 64's, Cut 63's, etc., have something a little different to put into print?

The following is taken from the "Kane County News," issue of September 24th:

#### A LIVE WIRE

Mr. Eusy S. J. Redford has been down to see us again. Whenever he comes to Kane County things begin to liven up a bit.

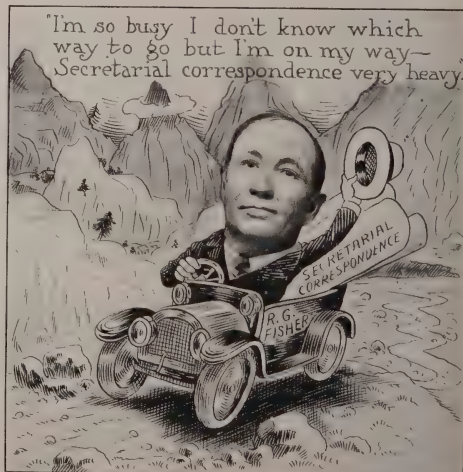
Mr. Redford is a good-roads volcano and, right now, he is more interested in working for a good road from Salt Lake to the Grand Canyon—straight down the line—than anything else. Read what he says on page septimus of this issue of the paper that would like to take the pry out of Spry.

Here is the requirement summed up in one word: CONCENTRATION. Apply yourself whole-heartedly to your business. If you do this and possess ambition, common sense and common honesty, you'll win! There's no knack in being ambitious or in possessing sense or being honest. It's just a little plain Abraham Lincoln horse-sense.

We have word from Mr. Chas. Rudy, of the Louisville District, dated September 18th, that he has gone to his home at the doctor's instructions, having met with an accident in which he injured his leg. How serious the injury is, we do not know, but trust that Mr. Rudy will soon be able to return to his work.

"Closed a nice 15-point order at 11:25 P. M., Saturday night, September 25th."

(Signed) F. M. HETHERINGTON,  
St. Louis District.





## SPEED WINS

The extent to which a car owner appreciates speed in receiving service was well illustrated on Sunday last on a well-traveled highway not far distant from Chicago. It was during the morning hours when the long procession of cars was starting on its way toward the Lake resorts. Of two gasoline filling stations on adjacent corners, one had a line of several cars waiting their turn. The other had one.

At the first station—where there was a waiting line—the pump operator was slow, much given to talkativeness and not as careful in his manipulation of the business end of the gasoline hose as might be desired. At the other station, the operator was right on his job. He lost no time; he was careful. And what is of greater importance, his pump discharged 5 gallons of gasoline at a stroke.

### Why Not 5-Gallon Pumps.

In half an hour, investigation revealed that the man who had no waiting line was doing more business than the man who had a waiting line but who from superficial examination appeared to be doing the better business. During that half hour, two car owners, disgusted with waiting, pulled out of their positions in the line and drove over to the other filling station.

Thus, the pump with the 5-gallon discharge, and the careful pump operator won out. The service was quicker and cleaner. Which brings up the question, "Why do not more garagemen and filling stations use the 5-gallon pump?" In nine cases out of ten, gasoline now is sold in 5-gallon units. Then why not give the car owner his 5 gallons, or his 10 gallons, with one stroke of the pump plunger instead of keeping him waiting while the operator cranks 5 individual gallons into a tank?

### HE WOULD LOOK A FOOL!

Some months ago farmer Ed Eggman went into a hardware store to purchase a soythe. After serving him the shopman asked him if he would like to buy a bicycle.

"What is that?" asked Ed jokingly.

"It's a machine to ride about the town on."

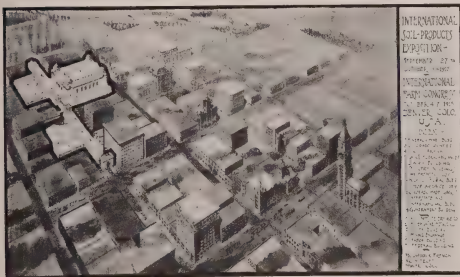
"And, sure, what might the price be?"

"Twenty dollars."

"I'd rather see \$20.00 in a cow."

"But what a fool you would look riding about the town on a cow!"

"Sure, now," replied Ed quickly, "not half such a fool as I'd look trying to milk a bicycle."



A Birdseye View of the building in which was held the International Soil-Products Exposition September 27th to October 9th, at Denver, Colo. We had an Exhibit there this year.

**"THREE TIMES THE AMOUNT OF MY INVESTMENT WOULD NOT BUY IT IF I COULD NOT REPLACE IT"**

**J. E. JONES**

**Fancy and Staple Groceries  
Flour and Feed.**

Ottumwa, Iowa, 9-2-15.

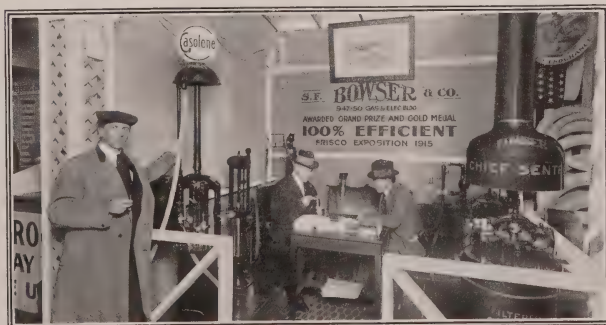
S. F. Bowser & Co.,  
Ft. Wayne, Ind.

Gentlemen:—

You will find enclosed, draft to cover my remittance this month, and I want to say in behalf of the S. F. Bowser & Co., that this Kerosene Oil Tank and Pump certainly is a success and I can say that it is the most profitable fixture I have in my store. I find since installing my pump, a gain in oil sales of from 50 to 90 gallons per week. Three times the amount of my investment would not buy it if I could not replace it.

Yours respectfully,  
(Signed) J. E. Jones.

Lower cut shows our Exhibit in the Motor Car and Accessory Section of the International Soil-Products Exposition held at Denver, Colo., Sept. 27th to Oct. 9th.



The livestock exhibition now at the State Fair is, with one possible exception, the greatest ever produced in the south or southwest

42,715

Week Day Average for August

# THE DAILY OKLAHOMAN

47,362

Reading Average for August

VOL. 27. NO. 2

OKLAHOMA CITY, OKLAHOMA, TUESDAY, SEPTEMBER 28, 1915—FOURTEEN PAGES

PRICE FIVE CENTS

## ARDMORE BUSINESS DISTRICT WRECKED BY OIL EXPLOSION. NUMBER OF DEAD MAY REACH FIFTY

### 50 MAY BE DEAD IN ARDMORE EXPLOSION

Additional Bodies Found in Ruins at  
Oklahoma City Where Tank Car  
of Gasoline Let Go.

Ardmore, Okla., Sept. 27.—(Special.)—A spark from a workman's hammer ignited a tank car of gasoline here late today and from the tank the resulting explosion and the flames which followed shattered buildings and have recovered last night. The property loss is estimated at \$100,000. Fifty persons are believed to have been crushed or burned to death while passing under the tank of stores wholesale business and the Ardmore national station.

### THIRTY ONE BODIES REMOVED FROM RUINS; 25 AMONG SERIOUSLY INJURED

### MANY DEAD, 200 INJURED IN GAS- OLINE EXPLOSION

ARDMORE, Okla., Sept. 27.—(Special.)—A spark from a workman's hammer ignited a tank car of gasoline here late today and from the tank the resulting explosion and the flames which followed shattered buildings and have recovered last night. The property loss is estimated at \$100,000. Fifty persons are believed to have been crushed or burned to death while passing under the tank of stores wholesale business and the Ardmore national station.

### PROPERTY LOSS ESTIMATE IS HALF MILLION DOLLARS

Spark From Workman's Hammer Ignites  
250-Barrel Tank of Gasoline Near  
Santa Fe Railroad Station.

### FLAMES ADD TO DAMAGE; MANY BURNED

Martial Law Declared; Practically Every  
Window in Half-Mile Area Broken;  
Entire City in Darkness.

ARDMORE, Okla., Sept. 28.—(Special.)—At an early hour Tuesday morning thirty-one bodies had been recovered. Their charred condition in many in many instances prevents identification.

ARDMORE, Okla., Sept. 27.—(Special.)—Twenty bodies had been recovered. Their charred condition in many in many instances prevents identification.

### PERSONAL EXPERIENCE OF SALESMAN L. C. TANNER, OF THE DALLAS DISTRICT DURING THE ARDMORE EXPLOSION.

Ardmore, Oklahoma, Sept. 28, 1915.

Dear Mr. Prince:—

As you are aware of the fact that Ardmore had an awful gasoline explosion here Monday afternoon, no doubt you would like to hear from me.

I was in ——— Grocery Store making a demonstration on a Cooking Oil Cabinet and was talking to Mr. Lane and one of his clerks when the explosion came. His store is located about two blocks from where the explosion occurred.

When it happened it was done so quick that no one had time to think what was happening. The only thing I could think of was to run out of the front door to the street as hard as I could possibly go, so you can imagine my legs were moving pretty rapidly when I landed in the street. However, I made a very successful landing for I never received a scratch of my nature. I count myself one of the luckiest humans that ever lived for there was falling bricks, window glass and canned goods all tumbling in around me.

The merchant, Mr. Lane, and his clerks, all made a dive for the rear of the building and some of his clerks were painfully hurt. It was the most terrible explosion I ever saw or heard. I believe the report is now that there are about sixty known dead and hundreds hurt.

I didn't try to work anywhere today as there were hundreds and hundreds of people here from other towns nearby and I was confident there wouldn't be many merchants but what would be here, but I thought tomorrow I would go and try them out.

Pardon me for this rather lengthy letter, but thought possibly you would appreciate hearing a word from me regarding my experience in the explosion.

With best wishes, beg to remain,

Very truly yours,

(Signed) L. C. TANNER.

We notice a "Summary of Daily Reports" from John Lea, dated October 4th, 2 calls, 2 sales amounting to approximately 25 points of business.

"Jawhn" W. still seems to be some salesman.

\*\*\*

Those of you who know Mr. N. Paquette, of the Canadian Sales Force, will deeply sympathize with him in the loss of his mother, which occurred September 26th.

\*\*\*

Salesman E. P. Dolan, of the Dallas District, recently wrote a most interesting letter to Mr. Murray, relating his experiences during the Gulf storm. He says this storm did damage to the extent of over \$8,000,000 in the city and it will take from five to six months before all the roofs are repaired. Mr. Dolan says, however, that this has not interfered with business.

### VACATION DAYS

Now here's a rhyme, a little rhyme,  
For use in our Vacation time:  
I'm going to take a rest from sneers;  
I'm going to take a rest from jeers;  
I'm going to knock off thinking blue,  
And rest my tongue from gossip, too;  
I'm going to leave off for a bit  
All exercise of acrid wit.  
And for a few days call a halt  
To discontent, and finding fault;  
And from all kicking hold my feet,  
Thus making my Vacation sweet.

Those of you who know Salesman Guy Wolford, of the Fort Wayne District, will deeply sympathize with him in the loss of his mother, which occurred October 8th.





The private garage of Mr. J. A. Causey, Denver, Colo. Notice the Bowser Pump to the left of the open door.

**"SURE THAT THE GASOLINE IS FREE FROM FOREIGN MATTER"**

**HUDSON & MANHATTAN RAILROAD COMPANY**  
(Hudson River Tunnel System)

**W. C. Fisk** Real Estate Department  
President Hudson Terminal,  
**K. B. Conger** Real Estate Agent  
30 Church Street,

New York, September 3, 1915.

Messrs. S. F. Bowser & Company,  
50 Church Street, New York.  
Attention of H. C. Carpenter.

Dear Sir:

In driving throughout Westchester County, I find everywhere and greatly appreciate the advantage there is in purchasing filtered gasoline from a Bowser pump. I always take advantage of getting my supply of gasoline where it is drawn through this pump, as I feel sure that the gasoline is free from foreign matter. It is not necessary to use a chamol's skin for a filter. We used to be stopped on the road continually, from particles getting in the gasoline, but this defect in automobilng is entirely removed, due to your "Red Sentries." I am very glad you decided to paint them red. They can be seen at a distance.

Wishing you success in your undertaking,

Yours very sincerely,

(Signed) K. B. CONGER.



A nice installation of our "Chief Sentry" at Norton, Kansas, made for Cope's Garage. Mr. R. W. Jewel is standing alongside of the machine.



Exterior view of a Service Station of the American Oil Process, Ltd., Denver, Colorado. This is a splendid Filling Station, right in the heart of town, and our "Red Chief" is doing wonderful service.

## ADAM AND EVE

Mr. C. M. Carpenter, now of the Albany District, thinks the following statistics regarding apples very interesting: "It could be said Eve 8 and Adam 2, a total of 10; also that Eve 8 and Adam, too, total, 16; but if Eve 8 and Adam 82, the total would be 90. Now if Eve 81 and Adam 812, the total would be 893. Now if Eve 81st (first) and Adam 81, the total would be 162, or again, if Eve 814 Adam and Adam 81242 oblige Eve, the total would be 82,056; though it is admitted Eve 814 Adam, Adam if he 8181242 Keep Eve company, total 8,182,056. But this is all wrong. Eve when she 81812 many, and probably felt sorry for it, and Adam, in order to relieve her grief, 812, therefore Adam, if he 81814242 Eve's depressed spirits Hence both ate 81,896,866 apples."

THE WICHITA EAGLE,
SEPTEMBER 2, 1915

# AUTOMOBILE DIRECTORY

Leading Dealers  
in  
Automobiles  
and Supplies

One of the Many Fine Bowser Installations in Wichita, Kansas.

# Branch Office Standing

40th Week Ending October 9th, 1915

## Senior Offices

1. FORT WAYNE.....	E. J. Little, Mgr.
2. DALLAS.....	E. L. Prince, Acting Mgr.
3. CHICAGO.....	T. J. Kingsley, Mgr.
4. ALBANY.....	W. M. Mann, Mgr.
5. PRISCO.....	D. S. Johnson, Mgr.
6. HARRISBURG.....	R. S. Colwell, Mgr.
7. TORONTO.....	W. R. Hance, Canadian Mgr
8. ST. LOUIS.....	G. H. Hastings Mgr.
9. ATLANTA.....	H. W. Brown, Mgr.

## Junior Offices

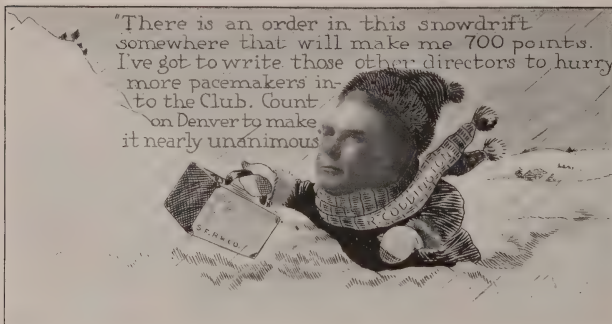
1. DENVER.....	C. C. Barnett, Mgr.
2. WASHINGTON.....	A. W. Dorsch, Mgr.
3. NEW YORK.....	H. C. Carpenter, Mgr.
4. LOUISVILLE.....	E. J. Gallmeyer, Mgr.
5. PHILADELPHIA.....	I. L. Walker, Mgr.

## Standing of Forty High Men, October 12, 1915

Salesman's Name	Office	Salesman's Name	Office	Salesman's Name	Office
1. R. S. Johnson.....	Eng. Sales	14. A. E. Darling.....	Chicago	28. G. W. Scott.....	New York
2. W. V. Crandall.....	San Francisco	15. F. W. Devereux.....	Albany	29. R. D. Leonard.....	Harrisburg
3. R. T. Lawrence.....	Chicago	16. A. G. Hartgen.....	Harrisburg	30. C. J. Rogers.....	Chicago
4. R. G. Fisher.....	Denver	17. C. C. Fredericks.....	St. Louis	31. J. G. Roberts.....	Albany
5. W. B. Stamford.....	Eng. Sales	18. J. J. Manning.....	Chicago	32. J. F. Arnold.....	San Francisco
6. C. R. Eggleston.....	Albany	19. N. A. Ring.....	Albany	33. W. A. Merrill.....	Chicago
7. S. P. Taylor.....	Eng. Sales	20. G. P. Stovall.....	Washington	34. M. C. Benham.....	Chicago
8. G. H. Reuben.....	San Francisco	21. E. J. Murphy.....	Toronto	35. J. J. Connelly.....	Eng. Sales
9. R. W. Jewel.....	Denver	22. W. H. Pritchett.....	Fort Wayne	36. W. M. Booker.....	Philadelphia
10. H. A. Vortigern.....	Philadelphia	23. N. Mattingly.....	Chicago	37. F. H. Richardson.....	Albany
11. R. Coddington.....	Denver	24. F. M. Kennedy.....	San Francisco	38. G. H. Schnabel.....	Chicago
12. H. A. Leonard.....	Chicago	25. W. A. Armstrong.....	Eng. Sales	39. W. W. Ince.....	Dallas
13. E. L. Milliron.....	Eng. Sales	26. S. A. Collins.....	Albany	40. W. P. Shepherd.....	Chicago
		27. H. T. Purdy.....	Atlanta		

## Five High Men (Not Pacemakers) by points in each District Oct. 11, 1915 (Districts Listed Alphabetically)

ALBANY	DALLAS	FORT WAYNE	NEW YORK	SAN FRANCISCO
1. J. G. Roberts	1. R. L. Matthews	1. J. L. Barth	1. G. W. Scott	1. J. F. Arnold
2. S. A. Collins	2. J. M. Tucker	2. O. O. Koogle	2. W. H. Ladd	2. W. B. Jameson
3. G. W. Elliott	3. J. C. White	3. J. O. McCracken	3. F. H. Peeples	3. E. R. Bird
4. C. M. Carpenter	4. T. L. Smith	4. B. N. D. Milliron	4. H. Dalgard	4. W. C. Smith
5. S. Roberts	5. C. M. Sigler	5. W. D. Pyle	5. F. J. Libbey	5. E. F. English
ATLANTA	DENVER	HARRISBURG	PHILADELPHIA	TORONTO
1. E. B. Machman	1. H. U. Earle	1. J. M. Prigg	1. W. M. Booker	1. H. T. Stearne
2. T. F. McWaters	2. A. M. Lucas	2. K. F. Hessenmueller	2. J. P. O'Neill	2. N. Paquette
3. M. Bedingfield	3. F. H. Kilyer	3. C. P. Law	3. W. J. McKeon	3. J. W. Merickel
4. R. W. Maxey	4. J. H. Wilson	4. M. A. De Souza	4. F. Browne	4. H. M. Fickler
5. L. W. Crow	5. C. I. Benford	5. W. B. Offerle	5. O. L. McCurdy	5. W. Hickingbottom
CHICAGO	ENG. SALES	LOUISVILLE	ST. LOUIS	WASHINGTON
1. F. E. Bragg	1. S. F. Taylor	1. Max Heintze	1. W. E. Touseley	1. D. W. Darden
2. J. Ward	2. E. L. Milliron	2. J. F. Moore	2. J. F. Goran	2. J. T. Gibbons
3. S. S. Haw	3. W. A. Armstrong	3. C. W. Wilson	3. G. P. Dickey	3. W. S. Stoner
4. D. Ward	4. J. J. Connelly	4. W. V. Wheeler	4. W. C. Sutton	4. A. L. Corbin
5. J. J. Behen	5. H. E. Dobson	5. J. W. Dickason	5. A. L. Casey	5. N. B. Steele



### STARTLING RESEMBLANCE

"Mordecai Judson!" roared S. B. Bechtel, who had been aroused in the middle of the night by a suspicious noise in his poultry house, "is that you in there, you black thief?"

"No, sah," humbly replied a frightened voice. "Dis is muh cousin, Ink Johnson, dat looks so much like me and steals everything he kin lay his dog-gawn han's on. Ah's at home dis minute, sah, uh-sleepin' de sleep 'o de jest."

"Doesn't it give you a terrible feeling when your auto runs over a man?" they asked Geo. Schnabel. "Well, if he's a large man," replied George, "it does give me a pretty rough jolt."

D. W. Darden—I've seen the girl I want to marry. I stood behind her at the ticket window this morning and she took seven minutes to buy a ten-cent ticket. Josslyn—Did that make you want to marry her?

D. W. Darden—Yes, I figured out that she could never spend my income at that rate.

A pleasant smile—I don't mean a silly grin—will help salesmanship more than any other personal attribute.

The fact that you have succeeded in a large degree is no sign that others who have succeeded in a minor degree are failures.

The man who says he doesn't care when he has made a mistake probably lies about it, but that doesn't prove that he will be more careful next time.

Make as many acquaintances as you can, but be careful with whom you become friends.

The way to attract the best trade is to use the best methods and to sell the best goods.

THE "OLD MAN."

# BOWSER

ESTABLISHED 1885



# BLOOMER

Vol. 1 • No. 1 • Jan. 1906

VOL. XII

November 1, 1915

No. 12

## S. F. BOWSER & CO., INC. 1514



Exterior View of the Chicago District Office, 1514 Michigan Ave., Chicago,  
Mr. T. D. Kingsley, Manager, looking out of the Door Window

Mr. Kingsley was born and bred in Rutland, Vt., and comes from a sturdy stock of Green Mountain families. When a youngster he knew much about the Bowser proposition as he lived opposite our old friend and ex-salesman, Charles Saunders. Mr. Saunders urged Tom to join the Bowser force and finally he made application and joined the organization January, 1911.

He began work as an assistant to Mr. T. C. Potts in the Cleveland territory. Mr. Potts must be some trainer because Tom has never stopped "going up" since his sales experience under him.

After being in Cleveland only a short time, Mr. Kingsley was taken seriously ill and was in the hospital for a couple of months. It was necessary for him to return to his home in Vermont to recuperate. After recovering he did special work in the state of Pennsylvania near Pittsburgh. Later he worked in the Fort Wayne Sales Department under Mr. Little. From there he went to the General Sales Department under Mr. D. A. Corey.

In the spring of 1912 Mr. Kingsley went to Minneapolis as Mr. Murray's assistant. It wasn't long before Mr. Murray had him out on special work with

old and new salesmen. Tom started in some few new "live wires."

In May, 1913, the Chicago and Minneapolis Offices were consolidated and Tom's duties as Assistant Manager became more important. He was on the road nearly all the time until June, 1914, when he was assigned by Mr. Bechtel to special work in the Atlanta District. In December he was appointed District Superintendent of the Philadelphia Office. When Mr. Murray was promoted to Sales Manager in April, this year, Tom was transferred from Philadelphia to Chicago as District Manager.

Tom has had considerable experience selling goods and the editor knows there's only one other state in New England that produces better salesmen than Vermont, and that is Connecticut. (Note—The editor's forebears came from the Nutmeg state.) Before working for us Tom sold cream separators, gasoline engines, silos and dairy supplies to farmers and creamery men.

He was always successful as a salesman. When he came with us he retained his slogan that he used when he started out in the business world and that is—"Work—Study—Think."



The Chicago Bunch have guaranteed Kingsley that they will keep the Cup.



# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY  
S. F. BOWSER & CO., Inc.

Edited by GEO. A. TOWNSEND

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS SALESMEN

Vol. XII NOVEMBER 1, 1915

No. 12

## A NEW FIELD

How many of you have ever thought of a Contractors' Camp as a possible place to do business? We are willing to wager a "cent to a hole in a doughnut" that not one of you have ever given this matter serious thought.

We didn't ourselves until the other day we were talking with an advertising solicitor and discovered what these construction camps used. We were surprised to find out that they were little towns of their own and had thousands of dollars' worth of equipment.

The commissary department uses a great deal of cooking oil and there is an excellent opportunity for selling our Cooking Oil Equipment in these camps.

Then again, we know of one contractor in Chicago who employs six Pierce-Arrow trucks and three big touring cars. This is only a sample of some of the equipment they have for this work. Good chance for lubricating oil equipment.

They handle great quantities of kerosene. Lubricating oil is a necessity for their machinery. In fact, we believe that if this given intelligent study and you will investigate, you will find considerable business that has been overlooked by many of you.

## OVER ELATION

"I should worry; I got a twenty-six page order yesterday. That'll do me for the balance of this week."

The above is an actual statement made by a high-grade advertising solicitor who dropped into the office to talk about advertising. Instead of taking his order of yesterday as a stimulus to getting a larger order today, he was content to rest on his oars and inclined to "blow" about the achievement. It is a mistake that a good many of us make and if we would only apply the brakes on over elation, and get down to earth quicker, we would accomplish more.

This solicitor made another mistake in approaching the Company without first knowing what we handled. Instead of securing literature or information from outside sources as to what we manufactured, he came to the Office and in addition to the above remark, said:

"I don't suppose you make anything which you would advertise with us. In fact, only the other day we turned down a \$2,000 order because we didn't believe the man ought to advertise with us."

Just what the two statements had to do with each other we were unable to fathom. However, the fact of it is, he was too swelled up with his twenty-six page order to get down to earth and go after the business that might have been in sight. If he had known our end of the business possibly he could have interested us, as we are satisfied he is a good solicitor when normal. The fact he did secure a 26-page contract rather conforms this view point.

We have cited this incident simply to show you how things of this kind affect a prospect and you can draw your own lesson from it.

**"If you concentrate, you will be accurate. If you are accurate, you will be efficient. And if you are efficient, you will be successful."**

The Editor wishes he had enough room to publish the pictures of all the employees in the Chicago Office. They are certainly a fine looking lot. The other Offices will surely have to hustle some to beat this crowd in efficiency, and for that matter, good looks. You know "handsome is as handsome does," and believe us, they do things in Chicago.

The following are the standbys upon whom Mr. Kingsley depends for execution of the office details:

Mr. L. E. Campbell	Miss Helen Woodward
Mr. A. W. Marqua	Miss Irene Woodward
Mr. D. P. McNeilly	Miss Virginia Woodward
Mr. A. D. Carriger	Miss Helen Thursie.
Miss Alice Peterson	

## KEEP FISHIN'

Hi Somers was the durnest cuss  
Fer catchin' fish he sure was great;  
He never used to make a fuss  
About the kind of pole or bait,  
Er weather, neither, he'd just say,  
"I got te kech a mess today."  
An' toward the creek you'd see him slide,  
A-whistlin' soft an' walkin' wide,  
I says one day to Hi, says I,  
"How do you always ketch 'em, Hi?"  
He gave his bait another switch in,  
An' chucklin', says, "I jest keep fishin'."

Hi took to readin' law at night  
And pretty soon, the first we knowed,  
He had a lawsuit, won his fight,  
An' was a lawyer! I'll be blowed!  
He knowed more law than Squire McNab!  
An', though he had no "gift of gab"  
To brag about, somehow he made  
A sober sort of talk that played  
The mischief with the other side.  
One day, when some one asked if Hi'd  
Explain how he got in condishion,  
He laughed an' sed, "I just keep fishin'."

Well Hi is Guv'nor Somers now;  
A big man around the state, you bet—  
To me the same old Hi, somehow,  
The same old champion fisher, yet,  
It wasn't so much the bait er pole,  
It wasn't so much the fishin' hole,  
That won fer Hi his big success;  
'Twas just a fishin' on, I guess.  
A cheerful, stiddy, hopeful kind  
Of keepin' at it—don't you mind!  
An that is why I can't help wishin',  
That more of us ed jes keep on fishin'.  
—Exchange.

Messrs. Ned Brown, J. W. Weems and J. W. Minor have recently taken up the line in the Dallas District. Mr. Brown has been assigned to Palestine, Texas territory, Mr. Weems to Corsicana, Texas territory and Mr. Minor to Prescott, Ark. territory. We expect to hear from these three boys through the Order Department regularly from now on.

Mr. H. G. Steinel of the St. Louis District has been off duty several weeks on account of illness. We hope, however, to hear soon that he is back again on the territory.

Rookie: "Work—nothing but work from morning till night."

"How long have you been at it?" quietly asked Mr. H. J. Jeavons.

Rookie: "I begin tomorrow."

Salesman W. J. Doyle, of the Chicago District, has started fairly well. He, together with Messrs. Lockwood, Fisher and Murdock are going to boost Chicago's average unless all signs fail. They're a likely looking bunch and have the gait of Facemakers.

Mr. F. O. Sallee, assistant to Mr. Gallmeyer, of the Louisville Office, was united in marriage October 15th to Miss Lenita Meadors, of Lexington, Ky.

Mr. and Mrs. Sallee have our very best wishes for their future success and happiness.



**FROM INSTALLATION MAN TO A MEMBER OF  
THE PACEMAKERS' CLUB IS THE PROUD  
RECORD OF THE LATEST ADDITION TO  
THE SAN FRANCISCO DELEGATION**

**Mr. J. F. Arnold, of the San Francisco District, Was  
Elected a Member of the Pacemakers' Club on  
September 26th, With a Total of 504  
Points to His Credit.**

**Pacemaker, September 20, 1915. Closed the year  
with — Points.**

If you can't sell yourself in every sense of the word you needn't expect to make a success as a salesman. Not only must you be convinced from every angle that the line is right, but you have got to be able to sell the Sales Manager to the fact that you know it.



Mr. J. F. Arnold

Mr. Arnold instinctively absorbed this fundamental truth when he worked for us as an installation man. He began in that capacity October 11, 1910. Almost from the start he expressed a desire to take up the line on the road. Mr. Johnson did not think he would make a success. However, he finally put it up so strong to him and was so insistent on securing a traveling position, that he was given a trial. Mr. Johnson made up his mind that if he put forth as much effort in selling goods as he did in securing a position on the road, he ought to make a success.

From the very first day that he was assigned a territory he did a successful business. Although this is the first year he has made the Club, it isn't any criticism on his previous trials. He has worked faithfully and came very close to getting in during 1913 and last year. By hard work, his pleasing personality, and a stick-to-it-iveness worthy of any champion, he has made the Club this year and crowned his three years' efforts as a salesman with this laurel wreath of success.

Although Mr. Arnold deserves all the credit that is coming to him, Mrs. Arnold ought to share in the congratulations. It is her counsel, help and cheerfulness that keeps him on the job every minute.

Here's congratulations to you both and may we have the pleasure of seeing both Mr. and Mrs. Arnold at the Convention this year.

**DALLAS ADDS A POWERFUL CHIEFTAN,  
"UNCLE BOB," TO ITS STEADILY IN-  
CREASING DELEGATION**

**Mr. R. L. Matthews, of the Dallas District, Was Elected  
a Member of the Pacemakers' Club on October 6th.  
With a Total of 500 Points to His Credit.**

**Treasurer, June 6, 1913. Closed the year with  
408 Points.**

**Pacemaker, October 6, 1915. Closed the year with  
— Points.**

Mr. R. L. Matthews, or "Uncle Bob," as he is known by all his friends whose name is legion, has always been one of our most successful salesmen in the Waco, Tex., territory. "Uncle Bob" stated in this territory May 23rd, 1912 and has stuck to it. He and his little Ford know every nook and corner in his bailiwick and believe us all prospects know him.



Mr. R. L. Matthews

"Uncle Bob" has a very pleasing personality, a generous nature, and the ability to win friends. His friendship is based on confidence and his success can be largely attributed to his straightforward method of doing business.

Little things count big with "Uncle Bob." When he renders a service, no matter how small, to a prospect, that prospect is most sure to tell his friends, with a pleased expression: "Sure I know that Bowser Salesman. He's all right."

As you can see by his record, "Uncle Bob" was Treasurer of the Pacemakers' Club in 1913. When he came here to the Convention then he came alone. This year he will undoubtedly bring Mrs. Matthews. You will recall that "Uncle Bob" became a benedict the first week in July, this year.

Here's a hearty welcome to both of you to the Convention and congratulations, Mr. Matthews, on your achievement.

**ALBANY'S GOT THE FEVER TO INCREASE ITS  
DELEGATION—SEVERE CASE RE-  
PORTED FROM BUFFALO**

**Mr. S. A. Collins, of the Albany District, Was Elected  
a Member of the Pacemakers' Club on October  
14th, With a Total of 598 Points to  
His Credit.**

**Pacemaker, August 19, 1913. Closed the year with  
696 Points.**

**Pacemaker, November 2, 1914. Closed the year  
with 698 Points.**

**Pacemaker, October 14, 1915. Closed the year with  
— Points.**

S-(miling) A. Collins is safely on the inside looking outside. The Albany delegation is not only a gainer by one in having Mr. Collins in it, but the Convention will be all the better for his presence. He is surely some "live wire" and has a host of friends in the Bowser organization.



Mr. S. A. Collins

"Smiling Sylvester," as he is known to many of his friends, doesn't wear a silly grin, but he has a smile that radiates good nature and is shown more in his eyes than by the curve of his

mouth. It's this happy expression that has won him so many friends.

He drives an Oakland roadster and if given the opportunity, would rival Barney Oldfield in its manipulation. There isn't anything more exhilarating than to get into the roadster with him and drive down the main street of Buffalo and pass the "Chief Sentries" he has planted right and left.

By the way, talk about a progressive politician, "Smiling Sylvester" is as thick as "three thieves" with the "City Dads" of Buffalo. He's in right, because he tells the truth and they can rely upon his statements. It isn't any wonder that the Buffalo Fire Department is thoroughly Bowserized.

With all his other admirable traits, "S. A." has the ability to work. Put the emphasis on this work because it is the real reason why he is a consistent Prize Winner year after year.

Congratulations, "S. A.," on your admittance into the Club. We trust that you and Mrs. Collins will both be present at the coming Convention.

Salesman Eugene Chrono, of the Dallas District, reported "Still sick." In spite of this remark there was also recorded on the same report five calls and one sale amounting to about 5½ points.

The next day's report showed two calls and two sales, amounting to a total of over 10 points. He adds as an explanation of the small amount of work done, "Really too sick to work—can hardly talk above a whisper."

Say, if you have any more of this sort of sickness on tap, the rest of the organization would like to catch the disease as there are a number of the men who would want to be inoculated.



## A REAL PAINT OIL SALE

Moosomin, Sask. Sept. 22nd, 1915.

One 2-bbl. "B" 14 ga. Cut 115 BE Computer No. 1,  
Boiled Oil.  
One 2-bbl. "B" 14 ga. Cut 115 BE Computer No. 1,  
Raw Oil.  
One 5-bbl. "B" 14 ga. Cut 115 BE Computer No. 1,  
Machine Oil No. 1.  
One 5-bbl. "B" 14 Ga. Cut 115 BE Computer No. 1,  
Auto Oil.  
One 2-bbl. "B" 14 ga. Cut 115 BE Computer No. 1,  
Gas Engine Oil.  
One 2-bbl. "B" 14 ga. Tank Only, Machine Oil No. 2.  
One 10-bbl. "C" 14 ga. Cut 241 RE, Gasolene.  
Eight feet extra Sentry Hose.  
Pill Box.

All complete with barrel track, dash, cradle,  
vent protector, and all necessary vertical piping  
except vent pipe from head to top of building.

### Ship To

R. D. McNaughton & Co., Ltd.,  
Moosomin, Sask.

The above is literally transcribed from a recent  
order received from Salesman H. O. Cuddie, in  
Southern Saskatchewan. The  
thoroughness with which Mr.  
Cuddie made this sale proves  
that he has in him the making of  
a very high-grade Bowser sales-  
man.



H. O. Cuddie

This order was secured along  
the right lines, the efficiency of  
the Bowser Paint Oil System be-  
ing proved without a doubt be-  
fore the order was secured. In  
other words, R. D. McNaughton

& Company, Ltd., were sold their paint oil business  
by Mr. Cuddie—made to see the profits in their  
paint oil business if they were to departmentize  
that business. After this was clearly shown it was  
comparatively an easy matter to sell the tools with  
which to harvest the paint oil crop; i.e., a complete  
Bowser System as shown above.

We congratulate you, Mr. Cuddie, on this evidence  
of a high-grade salesmanship. It doesn't take many  
such orders to put you into the Pacemakers' Club.



A fine installation of our "Chief Sentry" made for  
Butcher & Fox, 1215 Harmon Place,  
Minneapolis, Minn.



Our "Chief Sentry" rendering service for the Central  
Auto Company, St. Paul, Minn.



MR. A. D. CARRIGER, ASSISTANT and "RIGHT  
BOWER" TO MR. KINGSLEY

H. J. Grosvenor, our Factory Manager, certainly de-  
serves credit for a good many things. Among one  
of the things particularly was his employing Mr. A.  
D. Carriger, July 1st, 1910.

Mr. Grosvenor put him in the Purchasing De-  
partment. Being chock-full of vim, vigor and enthusiasm,  
he ran out of work in about two weeks. He was put  
in the Cost Department where he stayed for three  
days, and then he was transferred to the Accounting  
Department under Mr. W. A. Bersch. He remained  
there for about two years. At that time he was  
transferred to the General Sales until he was sent  
to Chicago, three years ago this coming January.

"A. D." is the type of a man that stays in the  
Bowser Organization. He has enthusiasm, the abili-  
ty to work, a knowledge of the line, a radiating good  
nature, a nerve that carries him through many try-  
ing situations, and above all, is most loyal to the  
Company. He is well liked by his associates, and  
the Editor is glad to count him as one of his friends.

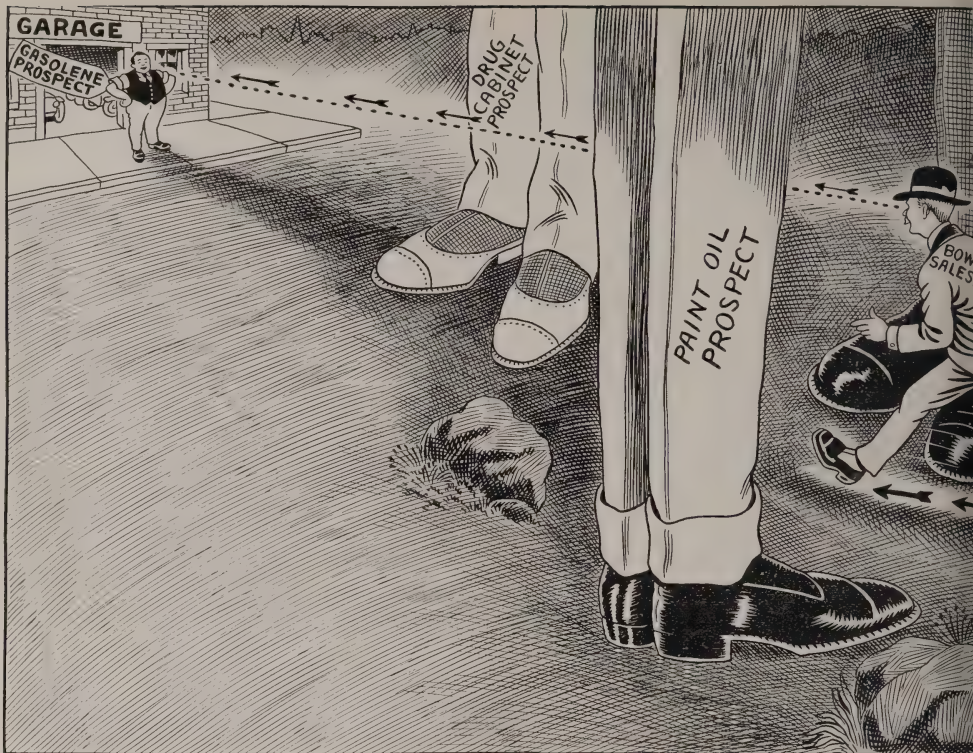
"My husband is particularly liable to seasickness,  
captain," remarked Mrs. C. A. Dunkelberg when our  
genial Treasurer and his estimable wife were cross-  
ing the water not long ago. "Could you tell him what  
to do in case of an attack?"  
"Tain't necessary, mum," replied the captain, "He'll  
do it."

\* \* \*

"It's a wonder to me the secret service don't get  
after some of these hotelkeepers," said J. S. Carrington.  
"Why?" asked N. L. Roberts.  
"For giving the traveling men bad quarters in ex-  
change for good money."

### IN THE DEPARTMENT STORE

"I want a dozen table-legs," announced Mrs. H. M.  
Bowser to the clerk in the grocery department.  
"Furniture department, ma'am—fifth floor."  
"I said I want to buy a dozen table-legs, please!"  
"This is the grocery department, ma'am."  
"Give me one dozen fresh egg-s, please."  
"O, table eggs? Yessum, certainly."



At eleven minutes and fifteen seconds past three o'clock on October 26th, the Fort Wayne Sales District had its entire year's quota with \$84.64 to spare. On September the 9th they had made a quota equal to their entire year's business of 1914.

This is going some, and believe us, it goes a long ways toward cinching that position which captures the Cup.

"What can I use to clean carpets?" bashfully asked Mrs. G. W. Scott, of New York City, of an intimate friend the other day.

"Have you tried Mr. Scott?" replied her friend.

The Editor—"Roy, how did your Ford Accident happen?"

Matlack—"Well, you see, there's one thing you keep your eye on, and another one you keep your foot on, and another one you keep your hand on, and I guess I got my anatomy in the wrong places."

\* \* \*

Canadian Manager W. R. Hance was at the Home Office early in October after returning from a trip through the Canadian West. He said:

"The Canadian West has the largest wheat crop in its history, in fact, in some districts they have three crops in one, that is to say, the yield is equal to three normal crops and if it is marketed, Western Canada will very rapidly recuperate. Especially if a normal crop is harvested next year and this dreadful war terminates, which will give the people a little confidence in making business ventures."

"I arrived in the Canadian West a little too soon, because not more than 7% of the threshing had been done, consequently there was not in circulation the money which we can reasonably expect from this crop."

"The conditions in Manitoba are not as good as they are farther West; not because they have not had a large crop, because they have. In fact, Manitoba ranks equally high in its crop with the other Provinces, but they have had so much rain that the crop is growing in the shock."

"In brief, Mr. Townsend, this is the situation in the West. The war, of course, is affecting business to a certain extent as the recruiting is going on constantly, resulting in the minds of the people being more or less distorted from a healthy business state to that of militarism. However, we will give good account of ourselves before Dec. 22nd."



A fine installation of our "Chief Sentry" as made for C. B. Partridge & Company, Joliet, Illinois. Mr. Partridge states that they are well pleased and have sold 5,000 gallons in less than a month—twice the quantity they ever sold with the inside pump. They also have 2 Cut 63's and 1 Cut 41 inside their garage.





Hal Storr telephoned the Editor that Manager Dean Johnson, of San Francisco, was the father of a baby girl, Jean Abigail, born October 16th. The many friends of Dean extend congratulations to both he and Mrs. Johnson on this happy event.

\* \* \*

Mr. Hance, after viewing conditions on the Pacific Coast and in Vancouver, transferred Salesman H. J. Jeavons to Northern Alberta. Evidently this was a good move as Mr. Jeavons is now on his way into the Club. Proof of this is evidenced by five nice fat orders received in one day, during the week ending October 16th.

There's a seat reserved for you in the "Special" to Ft. Wayne in January. The Canadian delegation is confident you will fill it.

\* \* \*

Salesman W. N. Deming, in Southern Alberta, will undoubtedly make the Club. In fact, the Toronto Office expects to send a solid delegation from the Canadian West to the Pacemakers' Convention.

\* \* \*

We are watching with much interest the sales work of Salesman W. Hickingbottom. Every indication points to his entrance into the Club before the gong sounds at midnight, December 22nd. So far, the extremely wet weather in his territory has prevented the farmers from threshing their enormous crop of wheat. When this is done, money will be in circulation and you will find Mr. Hickingbottom occupying a seat at the banquet table at the Pacemakers' Convention.

Salesman L. J. Murray, of the Chicago District, made six calls on October 13th, and two sales, netting him over 15 points. The next day he made the same number of calls with one sale, netting him over 13 points.

We had to look at these initials several times to be sure it was "L. J." and not "L. P." The records come as close to results accomplished as does the name. "L. J.," it doesn't take many such days to put you into the Pacemakers' Club. As it is, you are going the pace of Pacemakers.

\* \* \*

Salesman J. M. Tucker, of the Dallas District, captured a nice Store Order on October 12th, netting him over 12 points, and reported, "Today was Ringling Brothers Circus Day, but I only saw the parade."

\* \* \*

On Friday and Saturday, October 15th and 16th, Salesmen Joe Homsher and W. J. Bates sold 5 Cut 241 Outfits. 2 of these were sold on Saturday.

Evidently Mr. Bates and "Hoppy" Joe were working Friday and Saturday. They also sold one on Tuesday and one on Wednesday. So they must have worked those days, also.

\* \* \*

"This is what sticking does," writes Salesman L. D. Parrot, of the Atlanta District, on one of his Daily Report Blanks. He referred to one call made, and three sales netting him about twenty points.





#### THE "OLD MAN" AND "DUNK" ENTERTAINING THE CHICAGO OFFICE

Probably the best way to explain the above picture is to quote from a letter received from a member of the Chicago organization which is as follows:

"As you know, Mr. Bowser and Mr. Dunkelberg have been fishing and hunting in the Northern Wisconsin woods. They returned Saturday and spent nearly all of the morning with us. The 'Old Man' certainly can put ginger and enthusiasm into everyone of us.

"When he appeared at the Office, he and Mr. Dunkelberg were regular 'Santa Clauses.' The 'Old Man' had a large package containing a beautiful box of candy for every member of the Chicago Office.

"Everyone here in the Chicago Office wants Mr. Bowser to know that we enjoy his visits and greatly appreciated his gifts to us Saturday, October 2nd."



Exterior view of Jamestown Motor Co., Jamestown, N. D., showing "Chief Sentry" and Cut 52-B Installed.

30,503 GALLONS "GAS" IN 30 DAYS

#### COTTON AND ZIEGLER

134 W. Cortland St. Jackson Mich., Sept 20, 1915.

Mr. F. P. Brandt, Rep. S. F. Bowser & Co.,

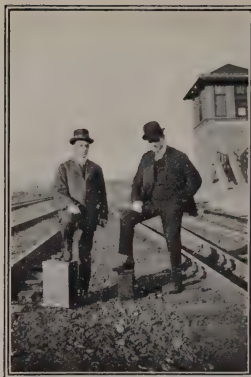
Dear Sir:—

Our big Bowser Red Chief has given entire satisfaction since we installed same, August 13, 1915. We have sold 30,503 gallons of gasoline. The former arrangement had a contract for 35,000 per year while we have sold the above amount since August 13 for we could not have handled the above quantity in the old way. We figure that our pump will pay for itself in 60 days. It is the best investment we ever made.

Very truly yours,

COTTON & ZIEGLER GARAGE,

Per Geo. L. Cotton.



Messrs. Lawrence and Rogers on the range before Mr. Rogers took up our line. It's a good thing the Fast Express didn't go by or we'd have been shy a couple of Pacemakers.



Here is a remarkably fine installation of two "Chief Sentries" as in use at the Service Station of the Penn Oil & Supply Co., Ltd., Minneapolis, Minn.



## GASOLINE FILLING STATION

At the Curb

Central and First Aves. N. E. (BETWEEN 5TH & 7TH)  
Also: At Nicollet and 13th Street

## Automobile Oils and Gasoline

"Bowser" Latest Improved Filling System  
25 Gallons a Minute Service.

ABSOLUTELY PURE GASOLINE,  
Free from Water and Completely Filtered.

Offering PENN OIL & SUPPLY CO. Ltd. Goods  
enables me to guarantee entire satisfaction.

GIVE ME A TRIAL.

A. N. ABBOTT



A good view of our "Chief Sentry" installed for the Pathfinder Motor Car Co., Minneapolis, Minn. Note their testimonial letter regarding it.

J. A. DILL  
President

FRED W. JOHNSON  
Vice President

J. E. DILL  
Sec. & Treas.

## PATHFINDER MOTOR CAR CO.



SIZES  
\$1695

TWIN SIZES  
\$1975

220 SO. SIXTH ST. MINNEAPOLIS, MINN. Aug. 25, 1915.

S. F. Bowser & Co.,  
1164 Hennepin Ave.,  
Cincinnati—

As regards the gasoline curb system recently installed by you for us in front of 220 South Sixth St. We are well pleased with its appearance, ease of operation and the rapid flow of gasoline as well as your prompt and efficient service in installing it.

Very truly yours,

*E. J. Dill* Manager.

EAL:1

THE PATHFINDER MOTOR CAR CO.

### NOT A SUIT

The wind-broken nag had been curried and brushed until he was as glossy as silk in order to show him to a prospective buyer. He was led out into the stable-yard, but the customer insisted upon driving him around the block before buying. When he came back the dealer rubbed his hands and said:

"You'll never see a prettier horse. Look at that coat! See how glossy it is!"

"Yes," returned A. W. Dorsch, of the Washington District, watching the horse, which was breathing with effort, "I admire his coat, but I don't like his pants."

Just as long as a man thinks in pennies he will do business in pennies. Don't limit your capacity by thinking that it is limited.

The fact that "business is business" should not prevent a proper degree of courtesy and politeness from being mixed with it.

There may be times when it does not matter how you look while at work, but you never know when those times will be. Look your best anyway.

"I simply must have a raise," said W. A. Bersch to "W. G." "You can see how it is, sir. I have too much on my mind."

"You do need a hair cut," said "W. G." magnanimously. "Have it done and charge it to the office."

An Englishman and (smiling) A. Collins were talking of the wonders of the Victorian Falls, in darkest Africa, when the Englishman said: "Surely you must concede that these falls are far grander than your Niagara Falls."

"What?" replied the "Smiling Sylvest." "Why, man alive, they are a mere perspiration!"

## KEROSENE OUTFIT JUST AS GOOD AS DAY RECEIVED

Fan Rafael, N. Mex., Oct. 11, 1915.

S. F. Bowser & Co.,  
Fort Wayne, Ind.

Gentlemen:—Wish you would please send me at once with bill, one bottle spout or funnel, to use with your kerosene oil tank No A28584.

We have used this machine now for going on eight years, and it is just as good as the day we received it, and would not do without it. And thanking you, we are,

Yours respectfully,  
SOL BIBO TRADING CO.

Salesman L. W. Cooley, who was with us about a year ago, is now back again in the Sales Organization, traveling out of the Chicago District. He recently secured two small orders but Mr. Kingsley looks for excellent results from him as time goes on.

\* \* \*



Twin "Red Chiefs" installed for use at the Service Station of the Reliance Oil Company, Minneapolis Minn.

F. W. COOK, PRESIDENT

PO BOX 127 W. WASHINGTON ST. MINNEAPOLIS

W. L. LARSEN, VICE & TREAS.  
OFFICE AND WAREHOUSE  
215 1ST AVENUE NORTH

## Reliance Oil Company

OUR LIQUID RANGE  
"ROSCO"  
"RELIANCE"  
"IMPERIAL"  
"MONARCH"  
PENNSYLVANIA  
GASOLINE



MANUFACTURED BY J. J. JOHNSON OF  
HIGH GRADE  
LUBRICATING OILS,  
PAINTS AND  
GREASES  
SANITARY SWEEPING  
COMPOUND  
ROSCO OIL SOAP

MINNEAPOLIS, MINNESOTA

Dear Sir:

We take pleasure in handing you herewith a CREDIT CARD, which when presented at any of our Automobile Filling Stations will enable you to make purchases on charge account without further reference.

We handle three grades of Straight Run, Deodorized, Filtered Gasoline and the Best Pennsylvania Automobile Oil.

We have installed in our station at Sixth Street and First Avenue North the latest improved Bowser System, together with centrifugal force filters and can therefore guarantee the gasoline when delivered into your car to be PURE, DRY, and SNAP-PY, as these filters will extract all water and impurities.

Our goods are fully guaranteed and any complaints regarding our service or products will be thankfully received and carefully investigated.

We will appreciate your valued patronage and know that our products and service will merit its continuance.

W.L.S.  
FILLING STATIONS  
SEVEN CORNERS  
AND  
610 ST. AND AVE. NO.

Yours very truly,

Reliance Oil Company,

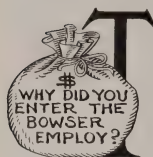
Secy-Treas.

## SAFETY FIRST

or

### When You Open Your Mouth Don't Put Your Foot in it.

By E. J. Gallmeyer, Mgr. Louisville District



**T**O MOST of you the following advice will be of no particular service. My aim in this article is to meet the new man in the Bowser organization. While self-appointed, I am sincere in my efforts to help the new-comer and those of you who are not in need of this advice may read on the next page.

Why have you entered the employ of Bowser & Company? To make money—am I correct? To make money and be successful in the Bowser organization it is necessary that you study every phase of the business and thereby enable yourself to make the most of your opportunities. You see you have to do more than merely make a declaration of intentions. You have to make sales. To be an order taker will not suffice; to be what is ordinarily classed as a salesman will not suffice; you have to be a **sales maker**—one who makes sales. I believe this is the broadest, most definite, most comprehensive statement of the duties involved in the sale of Bowser tanks—**Sales Maker**.

The time-worn idea that it is necessary to be a big talker in order to be a successful Sales Maker is an incorrect one—absolutely an erroneous idea—nothing could be farther from the truth. You should, however, be conversant with your subject and be able to present it in a pleasing and comprehensive manner.

#### SALES MAKERSHIP IS A SCIENCE

People speak about the secret of successful salesmanship. There is no secret. Romantic folks like to believe in secrets, but if they come into the profession of marketing a product looking for secrets they are doomed to disappointment. Sales Makership is a science—not a secret. It is made up of a whole host of little things; the science and art of knowing what to do, what not to do,—when to do it and when not to do it.

Say the right thing at the right time and when in doubt, say nothing, but as Jim Tucker says: "Think like—well, think." Do not simply talk to hear yourself, but make every sentence you utter bring you nearer your goal. Nothing that you do, nothing that you say should take your prospect further away from the buying point. If circumstances permit, dwell only and alone on the material things which tend to foster the sale. The following cases that have come to my notice will give you some idea of "what to do."

#### A PERSONAL INCIDENT

I was out with a new salesman some little time back and succeeded in selling a prospect a private garage equipment on the argument that for safety's sake he needed the equipment. Whether the new man thought that he had not entered sufficiently into the discussion or not I am unable to say. He did, however, take his bulletin book and pointing to the vented fill cap remarked:



"Mister, this is the place where all the gas that should happen to generate in the tank gets out."

The man had his pencil ready to sign the order and he dropped it like a hot brick.

"Why, my good man," said he, "I thought this was an air-tight arrangement, that gas was an impossible quantity with this outfit."

In this particular instance the remark of the new man had no lasting bad results. It did, however, cost an hour's time to explain to the man why the venting of the tank was necessary and an advantage.

Another incident which occurred while an older salesman was accompanying a new Bowser man. They were just about to write up the man's order when the prospect remarked:

"Well, I guess I will have to take your outfit—I suppose it is the only one on the market."

The new salesman chirped in with:

"Yes, along with about seventy-five others."

"Is that so," said the merchant, "well, in that case I shall investigate before I place my order."

#### DO NOT MAKE YOURSELF COMPETITION

These tales sound ridiculous and silly to you and they are, but they are nevertheless true, and are given here as a lesson. Never manufacture competition for yourself. The fact of the matter is, we all are our own greatest competitor. Mr. Bowser told me a story sometime ago, which to my mind thoroughly exemplifies a salesman manufacturing competition for himself. On a visit to a friend one day, Mr. Bowser noted a waste paper press that worked very nicely. Mr. Bowser decided that a press of this kind would be a money saving device in the Bowser plant and accordingly said to his friend:

"When the man who sold you that press comes around again have him come over to see me—I want one."

The salesman called a short time thereafter and was shown into Mr. Bowser's office. He proceeded at once to tell Mr. Bowser how much better his press was than one that was made in Kalamazoo or somewhere else, instead of assuming from the outset that Mr. Bowser wanted his press and that all that was necessary was to make out the order. Mr. Bowser led him along and received the information where other presses were manufactured, etc. While he wanted the press very much Mr. Bowser did not buy from the young man. He said:

"Young man, I do not doubt but what your article is good, but you have told me sufficiently about these other equipment to make me want to investigate further before I place my order."

YOU'VE MADE ME WANT TO INVESTIGATE



While it cost that man his order, it was, I believe, a very cheap lesson for him. I doubt very much if he ever allowed it to occur again. This brings me into Competition, but I shall not dwell on that today. I do expect, however, to cover this in another article in the near future.

Keep uppermost in your mind at all times that your object in calling upon a man is to sell him—to get his order. Be confident, assume that your man needs and wants what you have to sell. Confidence begets confidence. Make no negative statements—make only positive ones. There are a few stubling blocks that new salesmen run into and I shall enumerate several and immediately following explain my method of handling them.

**1st.** When to mention to a man that your notes bear interest and how to make it an argument to get full cash with order.

Don't allow your negotiations with your prospect to go to the point of signing without his having been apprised of the fact that all deferred payments bear interest. This is very bad practice. Allow your man to know right at the outset when you quote



him that the deferred payments bear interest. Go over your terms—20 per cent in 30 days, 60 days net and on the terms payment plan the deferred payments bear interest at 6%. In this way you sell the outfit at the list price, plus the 6%



interest; you are selling your man the interest as part of the price of the outfit. That price alone does not jeopardize sales is evidenced by the enormous volume of business we have done and are doing on all our outfits. You can sell a man just in proportion to your own imaginary powers of requirement, equity and honesty. Tell your man then that we give 5% discount for cash. So as between the deferred payment order and the cash payment order the man is ahead just 8 $\frac{3}{4}$ %. Do not cover up the interest and do not try to put it over on a man without his knowing that he has to pay interest. There's the whole mistake and that's why you stumble when you get caught up—for you have not been honest with your man and he has a right to resent it.

**2nd. How, on the other hand, to make the 6 per cent interest clause look as small as possible.**  
If from your ability to size up the situation you believe that your man will have to avail himself of the payment plan, then of course it behooves you to handle the situation entirely different.

Simply show him that the interest is a very small matter. That the profit on two gallons of gasoline for every \$100.00 he owes, sold out of his pump weekly will pay this interest and ask him whether he believes an outfit (if it be a Red Sentry) would not increase his business two gallons per week. This will usually suffice in the way of covering the 6% and shows it at an advantage, instead of a disadvantage.

**3rd. Always quote your outfit complete! It is easier to come down than to increase in price.**  
I suggested that you always quote your outfit complete. I believe this to be the best manner of selling goods. Moreover, I am firmly of the opinion that it is better to quote your man on some distinctive equipment and stick to it. Either quote your man on a 12 gauge tank or a 14 gauge tank.

I had a recent experience where I was working with a new man and my quotations were on 14 gauge steel. We were about ready to close up the contract when my partner interspersed my talk by adding that while the heavier tank was the more expensive the one we were talking about was very satisfactory. Wholly uncalled for and dangerous remark at that point. The man stated that he thought he was buying the best and that he wanted the best; of course, in this instance, he did not want to pay the higher price.

The salesman could have gone further and told the man that 3/16 Ga. and 1/4 Ga. tanks are manufactured and it would have served no purpose. I believe in quoting one particular gauge to one particular man in one particular case. If you must, however, tell the man all you know, it will be to your advantage to tell him about the various gauges at the outset. If you were to change to a lower price later he would think it peculiar and doubt you and if you were to try and raise the price on him later to get the heft of steel that he desires,

you would find him reluctant about paying the increased price.

#### 4th. How to handle the yearly guarantee.

The prospect sometimes says:

"Well, you must not have a very big opinion of your outfit if you do not anticipate it to last over one year."

Here's the way I handle such a reply.

"Mr. Jones, this is a year's test, not merely a guarantee, which we put on this outfit. We want you to take this outfit and give it ordinary care and everyday use and we want you to watch it very closely. If there is any defect in the mechanism of the pump or tank, you will admit without argument it will appear within a year. If such a thing should occur (which we do not anticipate) we want you to report it to us at the Home Office at once and we will replace any part that is unsatisfactory, free of all cost to you. After having watched and tested your outfit for a year you know that you have a good equipment that will give you years and years of good service. So it is not merely a yearly guarantee, but a year's test, and any defect that may exist will surely come to the surface within a year."

#### BOWSER SUCCESS

I might add a paragraph of what is necessary to make success. First of all—Confidence. Confidence gained out of your daily contact with Bowser users who assure you that they would not take two or three times the price of their Bowser if they could not replace it. Confidence gained out of the knowledge that you represent the biggest house of its kind in the world—the foremost house of its kind in the world. The confidence you gain out of such knowledge makes you conscientiously powerful—for you are right, and to be right is to be strong.

Enthusiasm is that essential element which persuades. The earmarks of real enthusiasm is a big smile—a Bowser smile. It is that part of your sales talk which wins the obstinate buyer—it is that which electrifies—without enthusiasm you cannot possibly hope to succeed, develop it to a marked degree.

The third potent factor to success is a knowledge of your line. Know what you are talking about. This assists in your gaining the man's confidence. In order to help you in this, you should study your bulletins and price book very closely. Learn all there is to know about the outfits you are called upon daily to demonstrate. If you should be caught in a pinch and you are not able to explain to a man why or how a certain outfit performs a certain function, the following little demonstration will help:

"Friend, I am a salesman. I am not an engineer. Our engineering department, however, has recommended this equipment for this use. It is backed by Bowser's millions and that is where I hang my hat. If it does not do what we say it will, you have not spent any money."

The fourth essential, but by no means the least—is work. The keystone of all accomplishments; without Work life is a burden. Work is a privilege—a blessing. An old German saying, has it:—"Arbeit Macht das Leben Suez." The best salesman in the world cannot hope to sell a man while loafing away his time in a hotel lobby. If a man works five days in the week and has five successful days, he would be one-sixth more successful if he worked all day on Saturday. There would be the earnings of fifty-two more days of that year, almost two months, added to his year's income.

As a parting shot let me say to you, invoice yourself. Invoice yourself after every call. Why did I lose that sale? Why did I make that sale? What brought him across? What remark was the ice b'anket? You'll know and when you have learned, profit thereby.

So here's the whole (Secret) of successful salesmanship, Confidence, Enthusiasm, Horse-sense and Work, but the greatest of these is Work.

# Branch Office Standing

42nd Week Ending October 23rd, 1915

## Senior Offices

1. FORT WAYNE.....E. J. Little, Mgr.
2. DALLAS.....B. L. Prince, Acting Mgr.
3. CHICAGO.....T. D. Kinsley, Mgr.
4. FRISCO.....D. S. Johnson, Mgr.
5. ALBANY.....W. M. Mann, Mgr.
6. TORONTO.....W. R. Hance, Canadian Mgr.
7. HARRISBURG.....R. S. Colwell, Mgr.
8. ST. LOUIS.....G. H. Hastings Mgr.
9. ATLANTA.....H. W. Brown, Mgr.

## Junior Offices

1. DENVER.....C. C. Barnett, Mgr.
2. WASHINGTON.....A. W. Dorsch, Mgr.
3. LOUISVILLE.....E. J. Gallmeyer, Mgr.
4. NEW YORK.....H. C. Carpenter, Mgr.
5. PHILADELPHIA.....I. L. Walker, Mgr.

## Standing of Forty High Men, October 28, 1915

- |                     |                      |                      |
|---------------------|----------------------|----------------------|
| 1. R. S. Johnson    | 14. C. C. Fredericks | 28. W. M. Booker     |
| 2. S. F. Taylor     | 15. H. A. Leonard    | 29. F. M. Kennedy    |
| 3. W. V. Crandall   | 16. A. G. Hartgen    | 30. R. D. Leonard    |
| 4. R. G. Fisher     | 17. A. E. Darling    | 31. C. J. Rogers     |
| 5. R. T. Lawrence   | 18. N. A. Ring       | 32. G. W. Scott      |
| 6. W. B. Stamford   | 19. G. P. Stovall    | 33. M. C. Benham     |
| 7. C. R. Eggleston  | 20. W. A. Armstrong  | 34. W. P. Shepherd   |
| 8. G. H. Reuben     | 21. J. J. Manning    | 35. J. G. Roberts    |
| 9. R. W. Jewel      | 22. E. J. Murphy     | 36. N. Paquette      |
| 10. R. Coddington   | 23. J. J. Connelly   | 37. W. A. Merrill    |
| 11. H. A. Vortigern | 24. N. Mattingly     | 38. G. H. Schnabel   |
| 12. F. W. Devereux  | 25. W. H. Pritchett  | 39. F. H. Richardson |
| 13. E. L. Milliron  | 26. S. A. Collins    | 40. J. F. Arnold     |
|                     | 27. H. T. Purdy      |                      |

## Five High Men (Not Pacemakers) by points in each District Oct. 27, 1915 (Districts Listed Alphabetically)

- | ALBANY             | DALLAS             | FORT WAYNE             | NEW YORK         | SAN FRANCISCO       |
|--------------------|--------------------|------------------------|------------------|---------------------|
| 1. J. G. Roberts   | 1. J. C. White     | 1. J. O. McCracken     | 1. G. W. Scott   | 1. W. B. Jameson    |
| 2. G. W. Elliott   | 2. T. L. Smith     | 2. J. L. Barth         | 2. W. H. Ladd    | 2. E. R. Bird       |
| 3. B. F. Slas      | 3. C. M. Sigler    | 3. O. O. Koogle        | 3. F. H. Peeples | 3. W. C. Smith      |
| 4. C. M. Carpenter | 4. R. E. Tomlinson | 4. T. J. Spurgeon      | 4. H. Dalggaard  | 4. E. F. English    |
| 5. S. Roberts      | 5. E. F. Walker    | 5. E. N. D. Milliron   | 5. F. J. Libbey  | 5. E. F. Klotz      |
| ATLANTA            | DENVER             | HARRISBURG             | PHILADELPHIA     | TORONTO             |
| 1. T. F. McWaters  | 1. H. U. Earle     | 1. J. M. Prigg         | 1. W. M. Booker  | 1. H. T. Stearne    |
| 2. E. B. Bachman   | 2. A. M. Lucas     | 2. K. F. Hessenmueller | 2. J. P. O'Neill | 2. J. W. Merickel   |
| 3. L. W. Crow      | 3. F. H. Kilver    | 3. C. P. Law           | 3. W. J. McKeon  | 3. H. M. Fickler    |
| 4. R. W. Maxey     | 4. J. H. Wilson    | 4. M. A. De Souza      | 4. F. Browne     | 4. W. Hickingbottom |
| 5. M. Redingfield  | 5. C. I. Benford   | 5. W. B. Offerle       | 5. O. L. McCurdy | 5. J. W. Jackson    |
| CHICAGO            | ENG. SALES         | LOUISVILLE             | ST. LOUIS        | WASHINGTON          |
| 1. J. Ward         | 1. S. F. Taylor    | 1. Max Helntze         | 1. W. E. Tonsley | 1. D. W. Darden     |
| 2. F. E. Bragg     | 2. E. L. Milliron  | 2. D. Moore            | 2. G. P. Dickey  | 2. J. T. Gibbons    |
| 3. S. S. Haw       | 3. W. A. Armstrong | 3. C. W. Wilson        | 3. J. F. Goran   | 3. W. S. Stoner     |
| 4. D. Ward         | 4. J. J. Connelly  | 4. W. V. Wheeler       | 4. A. L. Casey   | 4. A. L. Corbin     |
| 5. P. M. Miller    | 5. H. E. Dobson    | 5. J. W. Dickason      | 5. W. S. Sutton  | 5. N. B. Steele     |

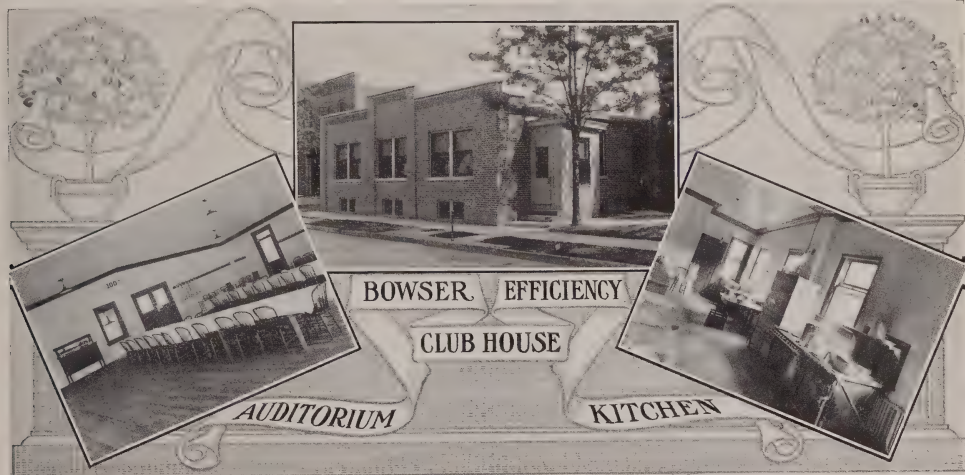


"C. C." we told you in our last issue to look and bar the door beside your desk. Now don't say we didn't warn you after the Cup is stolen. It's up to you or "Daddy-Long-Legs" if you don't watch out."

It will be sad news to many in the organization to know that after several serious illnesses, Harry A. Leonard, of the Chicago District, passed away Tuesday morning October 26th, at 10:15.

Mr. Leonard's loss will be distinctly felt in the Chicago District and especially in the Pacemakers' Club. In spite of his weakened condition and serious physical setbacks this year, in a little more than five months' work he was a Pacemaker. Given ordinary health he would be a leader in any sales undertaking. In fact he always was a leader and prize winner.

It is useless for us to say anything more about Harry as everyone who knew him will realize his loss more keenly than any words can express



## The Bowser Efficiency Club

It is hardly necessary for us to tell about the Bowser Efficiency Club. Most of you know its objects and the reason why it was formed. However, for the benefit of the new members in the organization, we will briefly touch upon it.

The Bowser Efficiency Club was organized primarily to take up the study of Salesmanship in its broadest sense. When this course of study was completed the idea proved so good that the scope of the Club was broadened so that today it stands for all that the name implies.

The meetings are held every other Tuesday night and its members are made up of the men employees throughout the factory. Any man employee in the factory is eligible to membership. All of the Executives, most of the Managers and Foremen and many of the office and factory force are on its roster—in fact, the membership is today 103 members.

### RESULT OF A RIGHT SALE TALK

About two months ago Mr. A. M. Lucas, of the Denver District, called upon a country merchant in his territory. At the time the merchant was not interested, or at any rate, he would not admit it. In fact, he seemed anything but interested.

However, when Mr. Lucas called again in that "neighborhood" about six weeks later, he ran into this merchant in the local hotel. The first thing the merchant said, was:

"Hay, Bowser, get out your Order Book. I've been thinking over what you told me."

And before Mr. Lucas could get his Short Term Order Book out of the case, the customer had his pencil in hand, ready to sign on the dotted line.

The meetings are always preceded by a dinner and usually there is some well known outside speaker to address us. For example, at the meeting on October 20th we had an address by Mr. Hugh Chalmers, of the Chalmers Motor Car Company, Detroit, Michigan. Preceding the speaker of the evening there are usually one or two papers read by members of the Club, touching upon the various phases and work throughout the factory.

Each meeting proved more instructive and entertaining than the one previous, consequently the membership continued to grow so fast that the old Club House proved insufficient in size and the Company, seeing the good the Club had so far accomplished, graciously built the new Club House. It is here that the business sessions of the Pacemakers' Convention will be held.

What is still more surprising (?), he had a check made out, payable to S. F. Bowser & Co., Inc., "F. C. W. O.," before the order was ready for signature.

Wonder why.

We noticed in the Order Department a few days ago an order for 8 1-bbl. Cut 172's and 2 1-bbl. Cut 63's for Lubricating Oil.

These were ordered by one of the large Fire Extinguisher Companies and were to be used in one of the southern textile mills for departmental oil storage.

It certainly is a step in the right direction, both on the part of the purchaser and Mr. H. W. Gattis of the Atlanta District.

Rather than make an effort to reach the top, some men remain at the bottom and help to pull others down.





**Don't Let This Be You**

# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY  
**S. F. BOWSER & CO., Inc.**

Edited by GEO. A. TOWNSEND

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS SALESMEN

Vol. XII NOVEMBER 15, 1915 No. 13

## HABIT FORMING

Make good resolutions intelligently and record them.

Accumulate all circumstances which will reinforce your resolutions.

Keep away from temptation.

Keep away from associates who discourage you.

Put yourself in conditions that encourage the new way.

Seize the first opportunity to act on resolutions you make.

Make engagements incompatible with the old way.

Never suffer an exception to occur until the new habit is securely rooted in your life.

Remember, until the new habit is fixed, each lapse makes it more difficult.

It is the keeping, and not the making, of good resolutions, which affects the brain.

—Exchange.

## THE WAILING PLACE

In this sad world, with griefs begirt, the more we howl, the more we're hurt. Misfortunes seem to keep the trail of those who raise the loudest wail. The business men, in pomp arrayed, who own big palaces of trade, and have their minions by the score, don't very often raise a roar. If things go wrong they do not sigh, or show the world a streaming eye. They do not advertise bad luck—that will not draw the patron's buck. They advertise the gorgeous fact that they have red-hot bargains stacked all through the store, all sorts and styles; and when you go you're met with smiles. The merchant in yon tin-horn store, who's been there thirty years or more, who has a dribbling stream of trade from those who'll stand for goods decayed, is always at the wailing place, has always tears upon his face. The man who aims to get ahead, and not be numbered with the dead, must sound the brave and joyful note, and keep a firm grip on his goat.

WALT MASON

## QUIT YOUR GRUMBLIN'

Quit your kickin', old man, it's not any use  
To fight Mr. Trouble with paw-bone abuse.

If you want to succeed it's not any way  
To go around kickin' and wastin' your day.

If you can't make the hill a-runnin' on high,  
Just throw her in low, and never say die.

The first in the start may finish the last,  
So keep on a-pluggin'; don't hurry too fast.

Keep smilin': don't worry, you'll make it all right  
If you just keep a-tryin' with all of your might.

Don't waste your time kickin', but throw off your coat  
And dig in and root, like an Arkansas shoot.

If you think with Old Fortune you have a rare pull,  
You're kiddin' yourself with a poor line of bull.

If you want to make good you have to go through  
A stiff course of trainin' before you will do.

So cut out your kickin' and turn off the bile  
And jump in and hustle with a song and a smile.

—Exchange.

## THE QUALIFICATIONS OF A BOSS

You can never explain to Bennie, had you all the gifts of the gods, that the Boss is he who does the most work, who carries a burden that would crush any man but him.

Bennie will never know that, with every command that the Boss gives, there goes the responsibility that he may be wrong, and that the Boss must have the power within himself of making good every one of his own mistakes and the mistakes of all who work for him.

The Boss never resigns, and in the darkest hour that can come has only one thought, and that is to stay with the ship. The Boss is he who can carry off the Gates of Gaza.

The Boss is he who is big enough to say: "The mistake is mine; I am wrong—I will make this right," and does.

The Boss is he who is big enough to take any criticism, and takes the criticism he does not deserve with as good grace as he does the criticism which is deserved.

The Boss is he who is willing to start things, stand by them through their entire making, finish and complete them.

The Boss is he who is capable of saying, as did Napoleon, "The Finances, I will arrange them."

The Boss is he who is willing to pay the price of success, no matter what it is.

The Boss is he who finds his completest joy in playing the game, seeing the finish, and being ready for a new job.

The Boss is he who demands of himself more than he demands of all the rest of his people.

The Boss is the one who makes good.

—Elbert Hubbard, in the Fra.

"I believe in the smile. But I claim that there must be something back of the smile. The smile that is enkindled by the right sort of brain stuff and soul stuff, and I might add body stuff and which beams from the eye and lights up the face of the true man, is indeed an asset of much value in the factory, on the road, behind the counter and in all walks of life. But without this fuel, I never knew a smile to be warm or cheering."

## PA'S VACATION

"But Pa stays on, amid the busy marts,  
And boils and toils to get the necessary spoils,  
That Edith and her ma may cut a s-w-a-t-h  
At some resort, with six rooms and a B-a-r-t-h."

Nonah was six hundred years old before he knew how to build an ark—don't lose your grip.

"We think that conspicuous events, striking experiences, exalted moments have most to do with our Character and capacity. We are wrong. Common days, monotonous hours, wearisome paths, plain old tools, and every-day clothes tell the real story. Good habits are not made on birthdays, nor Christian Character at the New Year. The workshop of Character is every-day life. The uneventful and commonplace hour is when the battle is won or lost."

## ITS FINANCIAL LIFE

"Pa, what does it mean when they say a man is 'the life of the party'?" said one of J. L. Earth's boys.

"The life of a party, my boy, is a man who buys while the other fellows are hanging back trying to remember whose turn it is," answered his father.

"Gent uptown telephones for an officer at once. Burglar in the house."—O. O. Koogle heard an officer remark.

"Let me see," said the captain reflectively. "I've got four men censoring plays, two inspecting the gowns at a society function, and two more supervising a tango tea. Tell him I can send him an officer in about two hours."



## ANOTHER BOWSER WARRIOR OF RENOWN IS ADDED TO THE CANADIAN DELEGATION

Mr. N. Paquette, of the Toronto District, Was Elected a Member of the Pacemakers' Club on October 9th, With a Total of 515 Points to His Credit.

Pacemaker, July 11, 1913.—Closed the year with 532 Points.

Pacemaker, July 31, 1914. Closed the year with 747 Points.

Pacemaker, October 9, 1915. Closed the year with — Points.

Health, honesty, ability, tact, enthusiasm, stick-to-itiveness, and the capacity for work sums up the reasons why Mr. N. Paquette is always among the Prize Winners.



Mr. N. Paquette.

Here's a man who has been successfully associated with our company for a great many years. We doubt if there is a salesman in the entire organization who is more tenacious than Mr. Paquette. He has a territory with headquarters at Quebec City, population of which is largely French speaking. This is no handicap to him, however, as he is a native of the Province of Quebec and speaks not only the French language fluently, but is a student of the English language as well.

We neglected to state that another attribute that tends to success in his selling, is his loyalty to the Company. Mr. Paquette has also the ability to grow with the business. You know there is a vast difference between growing and swelling. Some men grow and other swell—Mr. Paquette is the type that grows.

Congratulations, Mr. Paquette, on your entrance into the Club again this year. May you be a repeater next year and continue to be a steady winner every year that you remain with us.

## THE ALBANY BUNCH ARE BOUND TO BE HEARD FROM AT THE CONVENTION—ANOTHER ONE ADDED TO IT

Mr. J. G. Roberts, of the Albany District, Was Elected a Member of the Pacemakers' Club on October 13th, With a Total of 500 Points to His Credit.

Pacemaker, December 8, 1913. Closed the year with 550 Points.

Pacemaker, August 22, 1914. Closed the year with 611 Points.

Pacemaker, October 13, 1915. Closed the year with — Points.

Here is a typical Empire State gentlemen possessing one of the attributes of the born and bred Westerner—being on the job every minute. If it wasn't for this, Mr. J. G. Roberts, or "Jack" as he is familiarly known to his friends, would not have been a Pacemaker three years in succession. It is this alertness and ability to concentrate that makes Mr. Roberts efficient, and being efficient he is thorough, and being thorough, he is a success. It isn't any wonder that he is a Pacemaker.



Mr. J. G. Roberts

Mr. Roberts became associated with the Bowser sales aggregation on March 22nd, 1909. Both Mr. Roberts and the company have been mutually benefited by such association. "Jack" travels that part of the State of New York lying just north of Greater New York, and is really metropolitan in all his tastes.

There is a Mrs. Roberts who oftentimes accompanies Mr. Roberts on his trips. And by-the-by there is now also a Miss Roberts. Just about the time he made the Pacemakers' Club he was awarded this prize. The smokes are on "Jack," so fall to, men.

"Jack" drives a Pierce-Arrow (?)—anyway, that's the way it travels.

Congratulations, Mr. Roberts, on your admittance into the Club. May you and Mrs. Roberts and Miss Roberts all be present at the Coming Convention.

## A STERN CHASE IS A LONG ONE, BUT DALLAS' BEST SEASON IS BEFORE HER

Mr. J. Milton Tucker, of the Dallas District, Was Elected a Member of the Pacemakers' Club on October 16th, With a Total of 503 Points to His Credit.

Pacemaker, December 19, 1915. Closed the year with 518 Points.

Pacemaker, October 16, 1915. Closed the year with — Points.

Some say that a salesman is born and not made. The writer has failed to find any scrap-books keeping records of this kind. If he had, as Kipling says, "There'd be another story." Just the same, Mr. J. Milton Tucker comes as near being a born Bowser salesman as any man in the organization. He was a producer from the start. He is some hustler, believe us, and "on the job" every minute.



Mr. J. M. Tucker.

Previous to his employment in our Sales Organization he sold groceries and store specialties. He came with us on June 10th, 1910. He was placed first in a territory in Northeast Texas which was then scarcely developed. He made such a splendid record that he was transferred to city territory at Austin, Texas. Here he was equally at home and excelled his former record.

When a strong Bowser salesman was required for Houston, J. Milton was it. He has been there for the past two years. During this time he has managed to be one of the largest producers in the District.

Just why he did not get into the club last year is a question that he and few others of the Dallas bunch will have to answer when they come up to the Convention this year.

J. Milton is especially strong on Dry Cleaning sales. Congratulations, "J. Milton," and may you add the "aire" to the million before you come to the Convention in January.

## NUMBER THIRTEEN OF THE CHICAGO DELEGATION IS A COUNTRY GENTLEMAN FROM HEWITT, MINNESOTA

Mr. J. Ward, of the Chicago District, Was Elected a Member of the Pacemakers' Club on October 23rd, With a Total of 591 Points to His Credit.

Pacemaker, September 11, 1912. Closed the year with 641 Points.

Pacemaker, September 16, 1913. Closed the year with 662 Points.

Pacemaker, August 12, 1914. Closed the Year With 469 Points.

Pacemaker, October 23, 1915. Closed the Year With — Points.

Mr. J. Ward is a type of Bowser salesman that reflects credit to the Company and becomes a substantial business man in the community wherein he works.

Mr. Ward has always been a steady producer and a consistent prize winner. He is very quiet but has a bull-dog tenacity that never knows when he is licked.

He is that type of a man who, when first refused by a prospect, will quietly sit down and visit with him, all day if necessary, until he secures his name to the



Mr. J. Ward.

dotted line.



He is an excellent paint oil salesman and has sold many equipments on this line. However, he knows the whole line and sells it, specializing on nothing.

As evidence of his business acumen, he has two or three excellent farms in Northern Minnesota and is probably adding to his real estate holdings every year. With all, he is a good provider for his family and enjoys their company more than anything else. This last summer he took his wife and three daughters on a four or five weeks' trip to the Pacific Coast. When he returned from this outing he dug in harder than ever and was soon a Pacemaker.

Congratulations, Mr. Ward, on your achievement this year. May you be a five-time winner next year.

### FORT WAYNE DISTRICT IS ENDEAVORING TO BEAT ALL HER PREVIOUS RECORDS— HERE'S ANOTHER ONE ADDED TO HER DELEGATION

**Mr. J. O. McCracken, of the Fort Wayne District, Was Elected a Member of the Pacemakers' Club on Oct. 25th, With Total of 501 Points to His Credit.**

**Pacemaker, October 25, 1915. Closed the Year with ——— Points.**

It does a Bowser man's heart good to drive through Columbus, Ohio, and see the splendid Filling Station installations made by Mr. McCracken. If you'd stop and go inside of these Filling Stations, you would find Mr. McCracken's thoroughness has looked after the Lubricating Oil Equipment as well as the Gasolene.

This business didn't come by sitting in an easy chair and wishing it. It has taken work, more work, and then some, but Mr. McCracken, although a man past fifty, can give many a younger salesman cards and spades and beat him out of his own game. He is a very capable and clever salesman. He has imbibed that Western spirit which, together with his Scotch caninness, keeps him ever on the job.

Mr. McCracken has been with us several years. He first took up work in Philadelphia early in 1911. He was then transferred to the Fort Wayne District, starting work there in January, 1913. He has been representing that District in what is known as the Columbus territory ever since he left Philadelphia.

He started in to organize his territory and his enthusiastic Bowser boosting gradually won out, with the result that today he is a Pacemaker. Mr. McCracken has his wife and two children with him in Columbus, Ohio, and consequently is most happily situated.

We congratulate you, Mr. McCracken, on your entrance into the Club and expect from now on to see your name on the roster at every Convention.

### THE "SHOW ME" BOYS ARE GATHERING TOGETHER AND THEIR CLAN AT THE CONVENTION WILL MAKE ITSELF FELT

**Mr. W. E. Tousley, of the St. Louis District, Was Elected a Member of the Pacemakers' Club on October 25th, With a Total of 504 Points to His Credit.**

**Pacemaker, October 25, 1915. Closed the year With ——— Points.**

Versatility is synonymous with W. E. Tousley. We know Mr. Tousley is a graduate of Columbia University. Whether he took up an A. B. Course or Domestic Science is a question. However, we are inclined to believe he must have studied the latter because he took up tailoring in Joplin, Mo., after gradu-

ation. There is a long tale about this but we are going to cut it short because he found his "gift of gab" a great asset for sales work. As time progressed he drifted into the Bowser Sales

Organization and like water seeking its own level, he at last struck just what pleased him most.

"W. E." is a very fluent talker and when you get him started on temperance he can go some, believe us. This is his long suit and he is very popular in the different "burgs" in his district, particularly among the temperance element.



Mr. W. E. Tousley

Mr. Tousley is a splendid example of a Bowser salesman and believes thoroughly in broader, better business building. He practices what is preached and sells the entire line. He has a cheerful, happy disposition, never grumbles, takes the bitter with the sweet, and keeps on climbing. This is his first break into the Club and we look for him to repeat next year.

Congratulations, Mr. Tousley, and may we have the pleasure of a good talk with you at the coming Convention.

### THE "CELLARITES" MAY HAVE THEIR TROUBLES BUT THEY'RE ADDING TO THEIR CONVENTION DELEGATION JUST THE SAME

**Mr. E. B. Bachman, of the Atlanta District, Was Elected a Member of the Pacemakers' Club on October 26th, With a Total of 506 Points to His Credit.**

**Director, July 16, 1913. Closed the year with 944 Points.**

**Treasurer, May 14, 1914. Closed the year with 825 Points.**

**Pacemaker, Oct. 26, 1915. Closed the year with ——— Points.**

The only time we have ever heard of Mr. E. B. Bachman being off the job was during the recent World Series between the Philadelphia and Boston "Nines."



Mr. E. B. Bachman

During this series Mr. Bachman stuck close to the telegraph offices, worked the railroad towns, and didn't get far away from telephone communication. He just had to keep in touch with the score. Fortunately, the series didn't last long or we might not have had him with us in the Convention this year.

If there's one thing "E. B." likes better than being a Bowser Pacemaker, it's seeing a good baseball game. He is an ardent fan and knows how to play the game. He has brought the knowledge of this game into his sales work.

Did you ever stop to think that there are nine men on a team but there is always one or two that outshine the others? It's because these one or two think quicker, know the fine points of the game better, practice harder, put their whole enthusiasm into it, and the result is that they finally graduate as Tris Speaker, Eddie Collins, Ty Cobb, and others that have reached the top.

So it is with "E. B." He works harder, studies longer, knows his line better, and as a result makes the Club and is a consistent prize winner year after year. It's working when the other fellow sleeps that puts him on top. "E. B." is willing to pay the price for success and consequently success is his.

Congratulations, "E. B." on your entrance again into the Club. May you be a repeater next year.

## HERE'S ANOTHER "CELLARITE" WHO IS NOW ON THE INSIDE LOOKING OUT

Mr. T. F. McWaters, of the Atlanta District, Was Elected a Member of the Pacemakers' Club on October 21st, With a Total of 502 Points to His Credit.

Pacemaker, December 9, 1912. Closed the year with 523 Points.

Pacemaker, December 20, 1913. Closed the year with 499 Points.

Pacemaker, October 21, 1915. Closed the year with — Points.

If we were asked to say just what particular trait makes Mr. Thomas Fletcher McWaters, or "Fletch"



Mr. T. F. McWaters

as he is familiarly known among his prospects, friends, and the rest of the boys on the road, a Pacemaker, we would probably answer, "Knowledge of the line." Mr. McWaters knows the Bowser line from one end to the other and whenever he gets a chance to study more about it, he does so. He backs this knowledge with good, hard work. He isn't any shirker and conditions have no terrors for him.

"Fletch" has a territory from which nothing but cotton is produced. This territory has been very hard hit this last year. Until very recently there hasn't been enough business in the majority of the stores to keep the proprietor, in. On a number of occasions "Fletch" has found the proprietor out at church or at camp meeting and so, as in Rome, he does as the Romans do, and goes to church and camp meeting, sits by his prospective customer until the services are over, and then secures his name on the dotted line for a kerosene or gasolene equipment.

"Fletch" has a specialty on selling Bowser Drug Cabinets. He has some record along this line and it's well worth listening to him.

On top of all this he has an exceptional ability in mixing with men. Consequently, he has a host of friends in his territory. He has a sunny disposition and radiates good nature wherever he goes. He is exceptionally conscientious and his sense of honor is highly developed. The Company recognizes this and gives credit where credit is due.

Every man has some source of inspiration for doing or not doing certain things. Mr. McWaters is no exception to the case—his source of inspiration is his wife. She has done much toward assisting in his success and consequently she should come in for her share of credit in his achievement.

When McWaters and Ed Bachman get together there is a general "pow wow" on baseball as McWaters is almost as great a fan as Bachman.

Congratulations, Mr. McWaters, on your entrance into the Club this year and may you be a repeater next year is the earnest wish of the Editor.

Sometimes a man's friends will neither make him a loan nor let him alone.

The man who is always celebrating isn't necessarily celebrated.

People would rather listen to a bank account than a hard luck story.

And many a man in this world expects his friends to do more for him than he is willing to do for himself.

## THE CANUCKS ADD A BRAND NEW MEMBER TO THEIR FAST GROWING DELEGATION

Mr. H. T. Sterne, of the Toronto District, Was Elected a Member of the Pacemakers' Club on October 20th, With a Total of 501 Points to His Credit.

Pacemaker, October 20, 1915. Closed the year with — Points.

It surely is a pleasure to welcome any Bowser salesman into the Pacemakers' Club. If possible, there's a little bit deeper feeling in welcoming a brand new member, and especially one who has fought the good fight against tremendous odds and won out. Such as is the case with Mr. Sterne.



Mr. H. T. Sterne.

He travels in what is known as our London, Ontario, territory which, like much of the rest of Canada, has been hard hit by business conditions due to many things outside of the war.

Like our old friend Jake Gumpper, Mr. Sterne formerly worked in a general store or grocery business. He was strongly attracted to our line because of the great efficiency of the Bowser Kerosene Equipment he used in the store. He felt that if the equipment was as useful and did him as much good as it had during his stay in the store, it certainly ought to be beneficial to every other merchant who handled oil of any description.

Mr. Sterne's success is largely due to his well-rounded and solid belief in the entire line. He knows both sides of the question, having bought the equipment for personal use in the store and now selling it because he knows what it will do.

Honest conviction is bound to make itself felt in talking the line. If you have sold yourself as Mr. Sterne was sold, you can convince the most obstinate prospect. Conviction begets sincerity and sincerity breeds confidence. The result is that you have your prospect where you want him.

We congratulate you, Mr. Sterne, on your admittance into the Club this year and trust that now you have broken the ice, you will be a repeater every year from now on. Here's hoping that you and Mrs. Sterne will be with us at the coming Convention.

## CAN YOU BEAT IT?

"Five hundred dollars invested in a safe 6% mortgage will not produce as much profit as the saving affected by a Cut 19-A Kerosene Outfit, if the owner sells only sixty gallons of Kerosene per week, and the Cut 19-A costs only 1/4 as much."

## A VERY SEVERE DURABILITY TEST.

Biloxi, Miss. Station, 10-25-15.

S. F. Bowser & Co.,

Fort Wayne, Ind.

Gentlemen:—After all this time for over a year and going through a storm recently, where the pump was covered with salt water from the Gulf of Mexico, being that I am located at the Beach Drive here at Biloxi, I find all O. K. but one thing and that is my pump wants a new dress (paint). I can have that done but I do hate to cover up your good name with the new dress, of paint.

Yours truly,

J. S. HOLMES.

(This pump has gold letters on it.)



The above is a reproduction of a cartoon clipped from "The New York World," Monday, October 25th. The reason why we reproduce this is to show that Bowser Equipment is the leader in its line and is so recognized even by a big metropolitan daily as is "The World." It is said that only the great and famous are cartooned.

An organization has to be old and have an international reputation before anything of this kind occurs and the cartoonists are now only giving credit where credit is due. They have purposely misspelled the wording by one letter in order to avoid direct advertising. However, the implication is clear.

Mr. G. W. Scott, of the New York District, states that this is absolutely in his territory and consequently proves that he is "on the job" every minute.

## WANTED

### Empty Lubricating Oil Barrels

Quebec Scrap Metal Co. Reg'd.

Tel. 2777 14 St. Roch Street

#### A VISIBLE SALES ARGUMENT FOR BOWSER OIL STORAGE EQUIPMENT

One of the strong arguments in selling Oil Storage Equipments is that the drainage of lubricating and paint oil barrels by means of the Bowser System will more than pay the interest on the investment.

There have been statements from time to time, to the effect that there were men in business who made it an object to buy empty paint and lubricating oil barrels for the purpose of extracting the oil that was absorbed by the staves, but we had no direct proof to submit. The demand for these barrels has increased so that finally a few of these individuals have started to advertise. Now, the evidence is conclusive.

The reproduction of this advertisement, taken from one of the Quebec Canadian papers, fully confirms all our statements regarding the oil lost by barrel storage. Upon tracing the matter it is found that they purchase these barrels, put them into a superheated room, and drain the oil left in them.

They secure enough saleable oil by this method to pay them a handsome profit over and above all expenses. It bears out our oft repeated statement that a merchant is paying for a Bowser equipment every day, even though he hasn't bought one.

The merchants and manufacturers from whom they purchase the barrels were unable to use or sell all the oil they purchased in them owing to the absorption by the wooden barrel staves due to wasteful barrel storage. Barrels are shipping containers only—not storage receptacles.

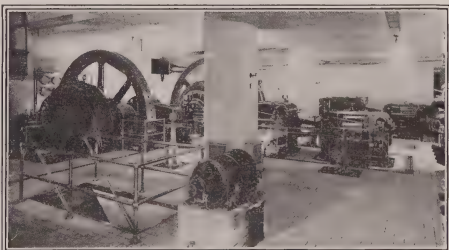
This advertisement calls for empty lubricating oil barrels only, but other advertisements of theirs called for both empty lubricating oil barrels and paint oil barrels.

Such evidence will convince the most skeptical of the truth of our statements, and we are reproducing it for your use.



WOOLWORTH BUILDING, NEW YORK CITY.

Woolworth office building in the world. Exterior view. There is a Bowser 2-F-5 Filtration System installed serving 2 500-K. W., 1 300-K. W. and 1 200-K. W. Ilce and Sargent Engines.



WOOLWORTH BUILDING, NEW YORK CITY.

View of the Engine Room. Here is where Bowser 2-F-5 Filtration System serves 2 500-K. W. 1 300-K. W. and 1 200-K. W. Ilce and Sargent Engines.



## The Value of Used Lubricating Oil

**T**O all intents and purposes lubricating oil that has been used, if thoroughly filtered, is just as valuable for lubricating purposes as new oil. This at least is the conclusion at which the chemists of Cornell University have arrived, after a series of the most exhaustive experiments.

The oil used in the investigation was from the system of a large hotel, whose engines run 24 hours on every one of the 365 days of the year. The oil is applied to 134 points of lubrication on the engines and pumps, and is of good quality. By comparing new oil and used oil which had been filtered it was found that, if anything, the used oil had the advantage in viscosity. Its specific gravity was greater, indeed, probably because in passing through the bearings some of the more volatile elements had been given off.

Friction tests showed little difference, the coefficient of friction being slightly lower for new oil in low-bearing pressures, and for the used oil in higher bearing pressures. As to the temperature of the bearings, it was about the same with either oil.

It is thought that these tests point the way to tremendous saving in large industrial plants, where much lubricating oil has been thrown away under the impression that its value has been lost through use. They will be helpful to the motorist, too, in case he is able to keep his lubricating oil free from gasoline.

### JOHNNY-ON-THE-SPOT McCracken

Columbus, Ohio, October 2, 1915.

Dr. Mr. Elemen:—  
Thanks for your kind letter of September 20th with information regarding \_\_\_\_\_ prospect.

I had called on Mr. \_\_\_\_\_ a number of times and had him on my list at this time as new architects were drawing his plans. I called on him last Monday but he was out, so called again Thursday and sold him a 500-gallon Cut 241 and four 1-barrel Cut 63's, "F. C. W. O."

Your help at Detroit was a good boost Thursday. I got in just ahead of another salesman. I got the order and cash, so you see it pays to be "Johnny-on-the-spot."

Had a good week. Sold a 5-barrel 241 with Light, one Cut 19, one tank only, and above order, so gave me good boost.

Give my very kindest regards to Mr. Comstock, the little daughter and mother, as well as to your own good self.

Your old friend,  
(Signed) J. O. McCracken.

Salesman L. H. Lahon, who has been working under the jurisdiction of the San Francisco Office, has now taken up work in the Ft. Wayne District. We are glad to see you are nearer home, Mr. Lahon, and wish you every success.

Salesman I. W. Bush, of the Atlantic District, reports under date of October 26th,

"I was the last one of four salesmen to talk to this man. I had to wait four hours and pay \$4.00 for a machine to get to see him."

The wait evidently was all right as it netted Mr. Bush about 4½ points.

\* \* \*

In a letter from Mr. W. V. Crandall under date of October 25th, he states:

"Business is great. I must have my name on the Tablet again. I hope to see you in January."

\* \* \*

Through the excellent work of Salesman George P. Dickey, of the St. Louis District, he had an ordinance passed in one of the towns in his District which permitted the establishment of "Red Sentries."

The result of this was at the end of the first three days' work he had closed about nineteen points of business. He noted on his third day's Daily Report, "Just Bowserizing this burg, that's all."

\* \* \*

We were advised by telegram, Thursday evening, October 28th, that our Mr. R. E. Tomlinson, of the Dallas District, had lost his father. The organization extends its sympathy to Mr. Tomlinson during this trial.

\* \* \*

### UNIFORMED CURB ATTENDANT INCREASED BUSINESS

Increased patronage has been enjoyed by the Fen-Far Co., Cleveland, O., dealer in accessories, since it detailed a man to supply customers with gasoline and free



The gentleman of color who dispenses gasoline and air for the Fen-Far Co., Cleveland

air. This man, a negro in uniform, devotes all his time to selling gasoline and inflating tires, and usually while these operations are being performed the owner will drop into the store to buy some small article.

*Motor World 8/18/15*  
FARMER JONES BOUGHT



Exterior view of Mr. H. V. Ehrhardt's privage garage, Tennyson Ave., Pittsburgh, Pa. Note the "Red Sentry" installed here.

We noticed recently a fine garage order from Carl C. Dalgaard, Albany District salesman working in Connecticut. The order in question specified a Cut 102 pump with 1000 gallon Armco tank, three Cut 63 outfits and wheel tank, Cut 121, through which Mr. Dalgaard benefits to the extent of 28 points. A few more orders like this will put this live salesman in the Pacemaker class.

\* \* \*

Salesman A. G. Locke, of the Albany District, who works territory in Eastern Massachusetts, recently secured an order for a Cut 102 outfit with 1000 gallon, 12 gauge, tank, terms F. C. W. O. This is the kind of business of which Pacemakers are made, and we hope to welcome Mr. Locke at Ft. Wayne in January.

\* \* \*

D. I. Petts, of the Albany District, recently sold a Chief Sentry pump with three Cut 125's and Cut 63, for lubricating oils, terms, F. C. W. O. Mr. Petts sold the first Chief Sentry in the Albany District and has since repeated several times.

\* \* \*

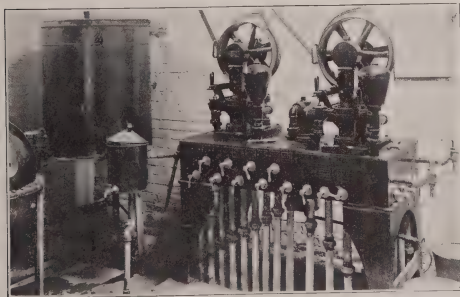
We have received in one mail from L. D. Parrott, of the Atlanta District, three orders, two of them specifying Cut 128 Outfits for lubricating oil and one of them an 18-bbl., Cut 102 Outfit.

That's right, Mr. Parrott, sell them the lubricating oil equipment. They need it.

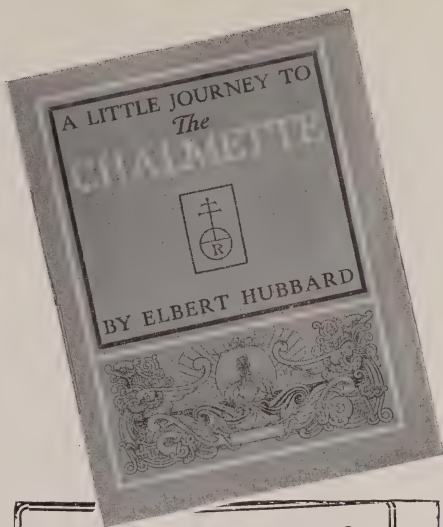
\* \* \*

Mr. J. T. Gibbons, of the Washington District, recently closed a nice dry cleaning order amounting to approximately 31 points.

That's right, "J. T.," if you keep this thing up you will at least have the people in your territory wearing clean clothes.



The Twin Double Plunger Table Pumps of the Bowser Standard Dry Cleaners' System as installed for the Cannan Garment Cleaning Co., 2022 Adams Street, Toledo Ohio.



# Free!

The Last  
"Little Journey"  
by  
"Fra Elbertus"

Would You Be Satisfied With Less Than  
"The World's Best"?

## "BOWSER" Dry Cleaning

Best methods give best results. We've spared no trouble nor pennies to perfect our system of dry cleaning. Gasoline that has been DISTILLED is used—only in that way are spots and stains thoroughly removed. Raw gasoline leaves an oily surface over the spot, where dust quickly gathers. The difference between raw and pure gasoline is apparent in the results.

Your wardrobe must be in perfect readiness before you go vacationing. Better have your summer frocks and frocks Bowser-cleaned now—if you'd enjoy satisfaction.

### MEN'S SUMMER SUITS

So easily stretched or shrunken by careless handling, wear longer and better and keep their shape and "swing" when BOWSER CLEANED.

TELEPHONE---Galvez 475-476

## The Chalmette

THE WORLD'S LARGEST LAUNDRY AND  
DRY CLEANING ESTABLISHMENT

New Orleans Picayune  
July 1915

## THE "4 B'S" ROLL OF HONOR—BROADER BETTER BUSINESS BUILDING

The following salesmen have very recently sold other equipment than strictly gasoline. It is our object to show in each issue, if possible, the names of those salesmen who have sold other than gasoline equipment since the issue before containing such a list. It is up to the B. O. Managers to co-operate in keeping this list accurate and up-to-the minute:

George Kinsley, Ft. Wayne, Kerosene.  
R. W. Potts, Ft. Wayne, Kerosene.  
W. H. Lease, Ft. Wayne, Lubricating Oil.  
B. N. D. Milliron, Ft. Wayne, Kerosene.  
W. H. Fritchett, Ft. Wayne, Kerosene.  
J. J. Spurgeon, Ft. Wayne, Kerosene.  
E. Steinhauser, Ft. Wayne, Kerosene.  
C. C. Wolfe, Ft. Wayne, Kerosene.  
J. D. Gumpfer, Ft. Wayne, Kerosene.  
J. E. Allen, Ft. Wayne, Kerosene.  
S. H. Carey, Ft. Wayne, Kerosene.  
A. Lavery, Ft. Wayne, Kerosene.  
M. J. Campbell, Washington, Kerosene.  
G. P. Stovall, Washington, Kerosene.  
D. W. Darden, Washington, Kerosene and Lubricating Oil.  
J. E. Duke, Washington, Kerosene.  
J. F. Michie, Washington, Kerosene.  
S. M. Chilton, Washington, Kerosene.  
P. Kowan, Washington, Kerosene.  
J. T. Gibbons, Washington, Lubricating Oil.  
J. W. Lea, Washington, Lubricating Oil.  
G. P. Dickey, St. Louis, Kerosene.  
W. H. Coddington, St. Louis, Kerosene and Lubricating Oil.  
A. L. Casey, St. Louis, Kerosene, Lubricating Oil and Paint Oil.  
W. E. Tousley, St. Louis, Kerosene.  
H. J. Bradshaw, St. Louis, Paint Oil.  
C. E. MacNichols, St. Louis, Lubricating Oil.  
J. A. S. Meyer, St. Louis, Lubricating Oil.  
R. Coddington, Denver, Kerosene and Lubricating Oil.  
R. G. Fisher, Denver, Kerosene and Lubricating Oil.  
J. F. Vonderembse, Denver, Kerosene and Lubricating Oil.  
A. M. Lucas, Denver, Kerosene and Lubricating Oil.  
F. H. Kilver, Denver, Kerosene and Lubricating Oil.  
C. I. Benford, Denver, Kerosene and Lubricating Oil.  
P. Brandt, Ft. Wayne, Kerosene.  
H. S. Dickey, Ft. Wayne, Kerosene.  
Geo. Roos, Harrisburg, Kerosene and Paint Oil.  
E. W. Cline, Harrisburg, Kerosene and Paint Oil.  
J. M. Prigg, Harrisburg, Kerosene.  
A. F. Gruell, Harrisburg, Lubricating Oil.  
L. C. Powell, Harrisburg, Dry Cleaning.  
M. E. Peiffer, Harrisburg, Lubricating Oil.  
A. S. Reynolds, Harrisburg, Lubricating Oil.  
C. P. Law, Harrisburg, Kerosene and Lubricating Oil.  
M. A. De Souza, Harrisburg, Kerosene.  
F. M. Fishbaugh, Harrisburg, Lubricating Oil.  
A. G. Hartgen, Harrisburg, Lubricating Oil.  
J. H. Adkins, Atlanta, Lubricating Oil.  
M. A. Ashely, Atlanta, Kerosene.  
E. B. Bachman, Atlanta, Kerosene.  
K. A. Bachman, Atlanta, Kerosene.  
M. Bedingfield, Atlanta, Lubricating Oil and Paint Oil.  
I. W. Fush, Atlanta, Kerosene.  
A. L. Byrd, Atlanta, Kerosene and Paint Oil.  
T. J. Cady, Atlanta, Kerosene.  
J. S. Carrington, Atlanta, Kerosene.  
W. G. Chandler, Atlanta, Kerosene.  
J. I. Crissinger, Atlanta, Kerosene.  
L. P. Cox, Atlanta, Lubricating Oil.  
L. W. Crow, Atlanta, Kerosene and Lubricating Oil.  
H. M. Dixon, Atlanta, Kerosene.  
W. N. Daniel, Atlanta, Kerosene.  
C. H. DuRant, Atlanta, Kerosene and Lubricating Oil.  
H. J. Fite, Atlanta, Kerosene.  
R. E. Fleming, Atlanta, Kerosene, Lubricating Oil and Paint Oil.  
A. W. Foster, Atlanta, Kerosene.  
H. B. Greer, Atlanta, Kerosene, Lubricating Oil and Paint Oil.  
C. M. Hunter, Atlanta, Kerosene and Lubricating Oil.  
S. C. Klein, Atlanta, Kerosene.  
L. F. Loeffel, Atlanta, Kerosene and Lubricating Oil.  
M. B. Long, Atlanta, Kerosene and Lubricating Oil.  
L. K. McCoy, Atlanta, Kerosene and Lubricating Oil.  
T. F. McWaters, Atlanta, Kerosene and Lubricating Oil.  
H. W. Oatis, Atlanta, Kerosene and Lubricating Oil.  
L. D. Parrott, Atlanta, Lubricating Oil.  
D. A. Peacock, Atlanta, Kerosene and Lubricating Oil.  
H. T. Purdy, Atlanta, Kerosene and Lubricating Oil.  
C. Safford, Atlanta, Kerosene and Lubricating Oil.  
J. C. Sancken, Atlanta, Kerosene and Lubricating Oil.  
J. L. Steenhuis, Atlanta, Kerosene.

W. H. Trammell, Atlanta, Kerosene and Lubricating Oil.  
G. Walker, Atlanta, Kerosene.  
N. B. White, Atlanta, Kerosene.  
P. S. Cornell, Toronto, Kerosene.  
J. W. Jackson, Toronto, Kerosene.  
H. J. Jeavons, Toronto, Kerosene.  
K. N. Macintosh, Toronto, Kerosene.  
N. Paquette, Toronto, Lubricating and Paint Oil.  
H. O. Cuddie, Toronto, Paint Oil.  
A. McAllister, Toronto, Dry Cleaning.  
P. E. DeVries, Ft. Wayne, Kerosene.  
C. C. Comstock, Ft. Wayne, Kerosene.  
R. E. Hawkins, Ft. Wayne, Lubricating Oil.  
R. J. Goodman, Ft. Wayne, Lubricating Oil.

### TO MR. "P. P."

Have you ever sat and wondered,  
At even when all was through,  
And try to figure out,  
Where your profits are going to?

You say you've worked hard,  
Day after day,  
Making improvements in  
every way,  
Still there seems to be something  
That's eating your profits  
away.  
Yes, there is just one thing  
Which you have overlooked,  
It's the way you're handling  
oil, sir,  
That's hitting your pocket-book.



There's Mr. Jones across the street,  
Handling coal oil too.  
Yet he's making money,  
Selling for one cent less than you.  
What's that? You say, "How can he?  
Has he made improvements there?"  
You can bet your life he's made some,  
Purchased a Bowser pump last year.  
Now he has no more loss in over-measure,  
No more spilling or dissatisfied trade,  
And that man will be a "Bowser Booster"  
From now until the day he's laid.  
So if it's your desire to handle coal oil  
In a convenient and profitable way,  
There's no better investment in all this world  
Than ordering a Bowser today.

(Signed) R. F. GERVEIS.

Salesman J. M. Prigg, of the Harrisburg District, has an occasional economical streak in his make-up that runs in grooves. One of his strange ideas recently was his endeavor to ride at night in his car without headlights.

The result of this economy was, that he hit head-on to a farmer's wagon not so very long ago. The car and the wagon were both put out of commission. "J. M." says the lights were put out at the same time, but witnesses say he never had any.



The farmer thought his horse was killed, but "J. M." by giving the horse's tail a good twist, quickly and accurately proved to the farmer that he was wrong in his assertion.

"J. M." much chagrined in an endeavor to hide his identity, answered all questions with "I don't know."

"They asked him where he was going and he said, 'I don't know.'"

They asked him his name and he replied the same way.

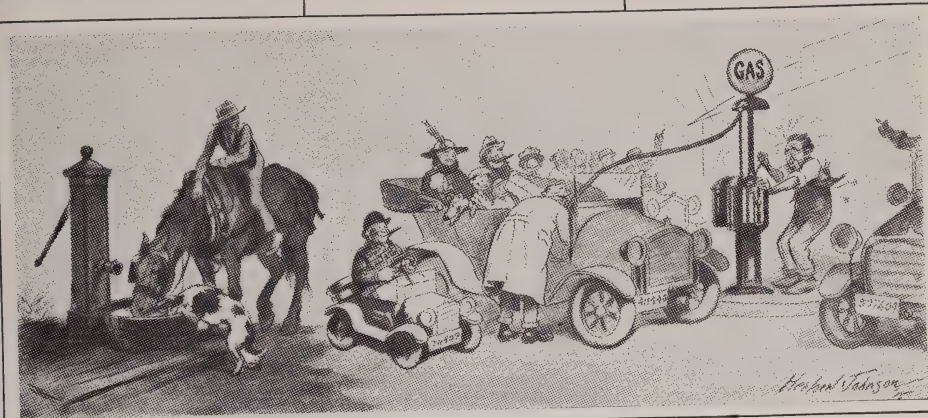
They then decided that there was something seriously wrong with him and consequently they would take him where he would recuperate and come to his right senses.



sure that I wanted to be counted out. Enthusiasm is contagious, as is optimism, and before I knocked the ashes out of my last pipe that night I was wondering

## THE NEW TOWN PUMP

next spring. The hardy azaleas need only such fertilizing culture and winter protection as are given to other shrubs to cause them to bloom outdoors annually. J. H. S.



# A SIGN OF THE TIMES

The upshot of the whole thing was, that his economical streak cost him in the end, so they say, about \$150.00.

You know the old parable about the virgins with and without the oil in their lamps. Well, "Jim," our advice is to install electric lights and a self-starter—they cost less in the long run and then you needn't bother about oil at all.

Salesman K. F. Hessenmueller, or "Hess" as he is familiarly known to many of the organization, was working on a prospect and trying to close him. He had called on him with more or less frequency for about three months. It apparently was a "cracker-jack" sale. Nevertheless, each time the interview

swimmingly until it was time to get his name on the dotted line. He then saw it was going to end like all his previous calls, so finally he blurted out:

"Mr. ———, why is it you don't give me this order?"

The prospect replied:

"To be honest with you, Mr. Hessenmueller, I don't want to close this until I see a Bowser man and give him a chance to figure on the order."

"Hess" then got busy, presented his credentials, and came away with a nice order for a 10-barrel Cut 241.

Some bright boy, "Hess," to forget to tell your prospect that you represented S. F. Bowser & Company, Inc. We could believe this more readily if it was a new man, but an old "war horse" and



was concluded without the desired result of the prospect's name being put on the dotted line.

Finally "Hess" decided he'd bring the matter to an issue and went forcefully, determinedly, and with blood in his eye after his prospect. He got along



One of Mr. D. I. Petts' (Albany District) installations,—a Macaulay Filling Station equipped with Cuts 103 and 121. Mr. Petts sold the first Cut 102 in the Albany District and has duplicated the order several times.

enthusiastic Bowser booster like yourself, if it hadn't come from unimpeachable authority we would have discarded it without further thought.

F. W. Devereux, of the Albany District, recently secured an ideal public garage order, specifying a Cut 103 with 600 gallon Armo tank, a battery of four Cut 64's, and a wheel tank, Cut 121,—all F. C. W. O. It is not difficult to understand why Mr. Devereux is a repeating Pacemaker.

Here's a good one on Salesman E. L. Milliron, of the Engineering Sales Department.

"E. L." was reading up one Saturday afternoon recently on some prospective factory installation he wanted to make, when a nicely dressed man opened the Pittsburgh Office door and introduced himself as J. C. Hunter, Superintendent of the Finleyville Coal Company of Pennsylvania. Mr. Hunter said his Company was in the market for some kerosene and gasoline outfits and wanted a salesman to call early Monday morning to close the deal.

This was such a live prospect that "E. L." wouldn't think of telling anyone of it, but bright and early Monday morning he started out to find the headquarters of the Finleyville Coal Company. When he made inquiry, the first man he addressed asked him if he was looking for Mr. Hunter. "E. L.," much pleased, said he was.

The man addressed said that he was about the fifteenth man who had been looking for him the past week, and then further told him there was no such man in the town and that the Finleyville Coal Company had not yet been established.

The party Mr. Milliron made inquiry of was an inquisitive sort of a fellow and followed up his information with the question,



"How much did he get you for?"

"E. L.," much chagrined and at the same time surprised, confided that he had let Mr. Hunter have \$4.85 to lift an Express package to save him the necessity of going back home for the change.

We always knew "E. L." was accommodating, but believe us, we never thought he could be pried loose for this sum of money in such an easy way.

#### A "NIGHT HORSE," OR WHO PUT HIS FOOT IN GEORGE HASTINGS' STOMACH?

On the above heading hangs a tale—ooh! such a tale. The Editor scarcely knows whether he dare tell it. However, in view of the fact that it may be some days before he sees Manager George Hastings, he'll run the risk.

George is noted for his even temperament. We doubt if anyone has ever seen him roiled. However, the other night when traveling with Sales Manager L. P. Murray in the sticks of the Ozarks, this pleasant myth about his temper was shattered. George has a temper, and under the circumstances the Editor deeply sympathizes with him.

It seems that Messrs. Murray and Hastings had secured lower berths opposite each other. Mr. Hastings, well worn out with the day's work, had retired very early. Mr. Murray wanted to finish his weekly letter before turning in. When he reached his berth Mr. Hastings had been asleep for some time.

As "L. P." was disrobing, a long, lean, lank, cadaverous Missourian came in to retire. He had the upper berth directly above Mr. Hastings. Mr. Murray says that he was long enough of limb that he could easily

have stepped from the center isle into the berth without causing any commotion. However, he put his foot on the arm of the Pullman and started to raise himself into the upper. As he did so, the car gave a lurch and his foot, with the other one, slipped—\* \* ? \*

We refrain from saying anything further. There was a grunt, followed by several exclamations, and then George Hastings' head appeared between the curtains. In the meantime the Missourian was in was very emphatic. It spoiled George's slumber and what hit him but the tale he had with the porter was very emphatic. It spoiled George's slumber and those around him and his night's rest was ruined,—also his reputation for having an even, happy disposition.

Messrs. E. S. Burdette and J. L. Roberts have recently taken territory in Ohio under the jurisdiction of the Ft. Wayne Office.

Mr. Burdette is a former Hoosier man and has other qualifications which bespeak for him success as a Bowser salesman.

Mr. Roberts is a product of the Blue Grass country and has had considerable sales training, so we also look forward to some good results from him.

Accompanying J. B. McPherson's order No. 178 was a letter stating that he expected another order from the same people within thirty days. His No. 178 was taken on Saturday forenoon and Mr. McPherson was expecting to close yet another that same day.

In the mail November 2nd we received from H. U. Earle seven orders amounting to approximately 21 points store business and 30 points garage business.

Where do you get them, H. U.? We know several fellows who need about that many points to make 500.

Accompanying a recent order taken by W. H. Coddington for a Kerosene Outfit, is Mr. Coddington's letter stating:

"This man's father bought an outfit in 1891 and that is what sold this order."  
Just one more proof of the fact that quality is worth while.

Mr. L. C. Behnke, of Chelsea, Mass., has joined the Bowser Sales Force under the supervision of the Albany Office. Mr. Behnke is a gentleman in every respect and has had considerable business experience, and we are anticipating excellent results from his work as a Bowser salesman.

We notice an order recently from C. R. Eggleston, which called for two large storage tanks and two Cut 41 pumps, one of these outfits to be used for handling kerosene, the order approximating 34 points, terms F. C. W. O. No wonder Mr. Eggleston secured the Pacemaker Presidency and retains a position near the top with a good prospect of becoming a Tablet Cutter in 1915.

Mr. H. T. Purdy, of the Atlanta District, just sent in an envelope containing sixteen orders netting him over sixty points of business.

This represents one week's drive in which Mr. Purdy covered over 550 miles. This is what driving produces.

The Denver bunch are up in arms. They declare most emphatically that "Daddy-Long-Legs" never can get through that door unless he goes over their dead bodies. Unitedly they are going to push him back and bolt and bar the door for this year.

E. H. Briggs—"Tommy, I'm surprised to see you going about with a black eye."  
Tommy—"You'll be more surprised when you get home. Your boy has got two!"

Sunday Sept 5-1915

## THE FORT WAYNE JOURNAL-GAZETTE

9

### Peerless Dry Cleaning Co., One of Fort Wayne's Newest Firms

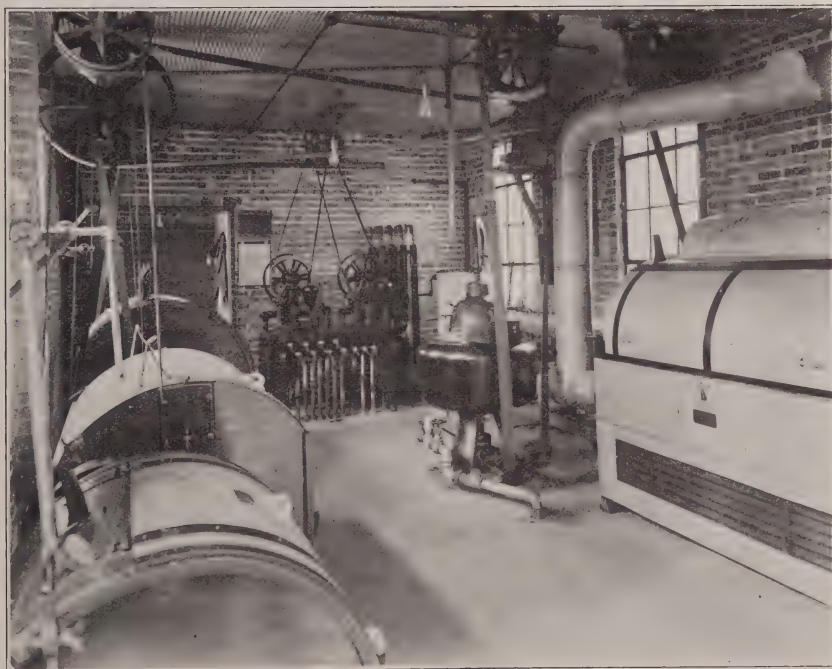
Here is a partial view of the new **PEERLESS DRY CLEANING** establishment, located at 2010 Calhoun street. The dry cleaning department is housed in a thoroughly fire proof brick building located in the rear of the building containing the office and finishing rooms.

The plant has been equipped with the most modern machines used for dry cleaning consisting of three washers, large, medium and small; a glove machine; a dry tumbler; spotting cabinets; extractor; still pressing machines and the latest improved underground storage system and pumps of the Bowser type.

The cost of building this plant and its adequate equipment represents the outlay of thousands of dollars. The company is now in position to handle anything in men's garments and ladies' fancy gowns, gloves, furs, feathers, draperies, etc.

Auto delivery service has already proven itself to be an important factor in the efficient service which has already added materially in the building up of an established trade.

Messrs. G. B. Grimme, H. C. Kramer and F. L. Becker are the incorporators.







A fine installation made by Salesman H. Sterne at Belmont, Ontario. This is a very small village but the results obtained by Mr. Reid, the Proprietor, demonstrate fully the business foresight of Mr. Sterne in selling him. Read reproduction of Mr. Reid's letter below.



ORVILLE REID  
DEALER IN  
Hardware, Sewing, Wagon Tires,  
Paints, Oil, Rubber Tires,  
General Trimming.

PHONE D. 27.

Belmont, Ont. Oct 8 1915

Mr. Harry Sterne,  
London, Ont.  
Dear Sir:- Enclosed find this receipt  
taken of my Bowser.  
It was over a good stroke of  
business for me when you  
sold me the Bowser outfit.  
I have sold out 4100 gals  
of gas since May '14 in this  
small village.  
I don't think I do business  
in the gasoline now with out  
the "Red Bentley" as it sure is  
a good business getter.  
Trusting you are selling  
many outfits and making  
gasoline sells happy, I am, Yours truly  
B. N. D. Milliron

B. N. D. Milliron—"Here's a nickel I found in the hash."  
Landlady—"Yes; I put it there. You've been complaining, I understand, about lack of change in your meals."  
"In Business the only attitude that wins is 'Keep-at-it-tude'"  
(Signed) PARROTT.

## "A WHITE GENTMAN TWIS' HIS TAIL"



### THE TALE OF A MULE'S TWISTED TAIL

Manager H. W. Brown, of the Atlanta Office, overheard the following story and sent it in for the rest of the boys to read through the columns of the Boomer. (If it had been about a goat the Editor would have more fully understood the application.)

Rastus was the driver of a delivery wagon for a wholesale house. The mule he had previously been driving had died thus forcing his employers to get another.

On his first trip with the new mule Rastus found no trouble whatever until he had gotten out into the suburban district. After a delay of half an hour through being unable to get the mule started again he finally thought best to advise his boss by phone the cause for his tardy return to the warehouse.

He walked into a nearby store and after getting the boss on the wire the following one-sided conversation was overheard in the store:

"Dat you, Mr. Johnsin?"  
"Dis is John, one er yer drivers."  
"I wanta know whut to do 'bout dis mule? I can't make him move nary step."  
"Beat him? Yessuh, I woe de whip plum out."  
"Set fire under him? Yessuh I set fire under him."  
"Yessuh, he move bout fo' feetses."  
"Nawsuh, he kick so I couldn't get him unhitched."  
"Sub?"  
"Yessuh, de wagon hit burnt up sep de wheels."  
"Yessuh, I frowed de goods off de wagon."  
"Twis' his tail?"  
"Nawsuh, I didn't but a white gentman twis' his tail."  
"Nawsuh, he talk like a yankee. You know no Southern white gentleman gwine twis' no mule's tail."  
"De gentman whut twis' his tail?"  
"He here in de front er de store."  
"Nawsuh, he lying down. Dat's whut I call yer fer, to find out if you gwine ter bear der funeral expenses."

### THE MOTOR CO. SERVICE CODES

The Motor Co., Winston-Salem, N. C., have published a little book for their employees entitled "Service Codes." They aim to tell, in a way that will not be forgotten, how every employee can give more and better service—Motor Co. Service—to its patrons.

It is so filled with good things that we wish we could reproduce it in full. However, all that we can do is to quote a few of the many excellent maxims laid down for its employees to follow:

"The Motor Co. is operated primarily for the convenience and benefit of its Patrons."  
"Without Patrons there could be no Motor Co."  
"These are Facts so easily understood as to be axioms."  
"And these facts being established, it devolves upon every man employed here to remember them always, and to treat all Patrons with courtesy and consideration."  
"Any member of our force who lacks the common sense to understand the feeling of Good Will that The Motor Co. holds towards its Patrons cannot stay here VERY LONG."

"Don't be perky or pungent, funny or fresh—'Smart Alecks' are no good as business builders. Your salary and mine is paid by the Patron—he is a direct benefactor to both of us."

"I hope to have the words Motor Service always mean Best Service."

"Don't be content with doing only your duty. Do more than your duty. It's the horse who finishes a neck ahead who wins the race."

"An Automobile Sales House and Garage has many things that people want; but, in the last analysis, what it sells is just one thing—Service. Whether it's a Six-Cylinder 1916 Model \$2,000.00 Automobile or a half-inch nut, Service is what the Patron wants, and Service is what The Motor Co. sells him—clean, capable Service—Service with a gratifying 'come-back' to it."

"Getting what you want, when you want it, constitutes Good Service."

### GETTING HIM STARTED.

"Well, George," said Ed Buchman not long ago to an old negro, "I understand that you intend to give your son an education."

"Dat's my intention, suh," responded George. "I know myself what 'tis to struggle along without learnin'-in, an' I has determined my son ain't goin' to have no sich trouble as I's had."

"Is your son learning rapidly?"

"He shore is, sah. Las' week he done wrote a lettah to his aunt what lives more'n twenty miles from yere, an' aft-while he's goin' to write to his aunt dat lives 'bout fifty miles from yere."

"Why doesn't he write to that aunt now? smilingly asked Ed.

"He kaint write so fur yit, sah. He kin write twenty miles fast rate, but I tole him not to try fifty miles 'til he gits stronger wif his pen."

**Mr. Dooley says:** "Whinver anybody offers to gife ye somethin' fr' nawthin' or somethin' fr' less thin it's worth, don't take any chances; yell for a polisman."

C. F. Comstock, walking through the negro portion of Detroit, came across a woman unmercifully beating a little boy.

"Here, auntie," he said, seizing her arm, "you must not do that. What has he done, anyway?"

"What's he done? If you want to know, he's ben and lef' de chicken hous' do' open, and all dem chickens got out."

"Well, that is not so serious," said Comstock, soothingly, "chickens always come home to roose."

"Come home!" snorted the woman, "dem chickens will all go home!"



HE'S THE  
MAN WHO LEADS  
THE RANKS

### THE BOWSER MAN

By Mr. G. C. Boul.

Way down in the heart of "Any" State—or  
Where the old Ohio wends its muddy way,  
Where the trolley-cars are not up-to-date,  
And the jitney 'bus has come to make a stay,  
There's a Bowser man, who plods the beaten track;  
Pleasant smile, and jaunty spring at every step,  
With a look that's ever forward—never back,  
And a "something" you can translate as "pep."

He's the man who leads the ranks  
With his expert talk on tanks,  
In a way which is precise and extra keen;  
For he hear him talk of paint  
You would take him for a saint,  
But he's fairly set afire with gasoline.

Yet he never meets real hardships half the way.  
For he never gets discouraged when turned down,  
He's just a Bowser salesman night or day  
And the pride of every travelling man in town.  
If his name is not upon the "Honor Roll"  
And his picture in the "Boomer" don't appear  
He'll work like Hades, until his very soul  
Will be printed on their pages, bright and clear.

For he's got a pleasant way  
And he knows just what to say  
When they think they've got him backed against the wall;  
To the firm he's staunch and true,  
And he's clean right thru and thru,  
For he is a Bowser salesman, after all.

Salesman N. B. White, of the Atlanta District, states that he received word from Mr. R. H. Sullinger, Maryville, Tenn., that he had sold 2,100 gallons of gasoline in five months. All of this was pumped through one 5-Bbl. Cut 241, sold late in the spring of 1915. The profit from this gasoline has more than paid for the outfit and yet this owner has the outfit and the increased business without any further expense on his part.

### J. A. S. MEYER'S METHOD OF QUICKLY CLOSING AN ORDER

Memphis, Tenn., Oct. 12, 1915.

Mr. Geo. A. Townsend,

Port Wayne, Ind.

My Dear Mr. Townsend:—I read with much interest the many methods used by salesmen, as illustrated in the BOOMER, in selling our line, and think some may profit by using a method of closing an order which I have used most successfully.

Many times the salesman finds difficulty in writing up an order without giving the prospect time to change his mind, or at least time to make it up so he will put his name to the dotted line. For the benefit of anyone who may take advantage of it, I give my manner of overcoming the handicap.

Prospects have a natural curiosity to know what an actual order looks like, so I asked him if he would like to see one; if he is at all interested he invariably says yes, and I keep him in a neutral frame of mind while writing it up.

Giving the unsigned order to the prospect I watch his face as he looks it over, and get a good idea of the impression made by immediately pressing home my argument I often have the order signed and am away before the customer has had time to "even think" no.

With best wishes, and trusting this may prove of value to someone.

Very truly yours,  
(Signed.) J. A. S. MEYER.

### A LETTER OF APPRECIATION

Pittsburgh, Kas., Oct. 4, 1915.

Dear Mr. Townsend:—

I read with great interest the "Billy" Sunday Boomer for several reasons.

First, I have known Mrs. Jones from early childhood. Used to work in her father's grocery when she was too small to see into the candy case and have "boosted" her many a time so she could see what was there.

Second, I have known "Billy" Sunday personally for several years, having had the pleasure of being in a number of his meetings at Wichita which resulted in the organization of the "Gospel Team" movement which has gone to almost every state in the union now. I have heard "Billy" use a great many of the expressions which were accredited to him in your paper and could recognize them as coming from him and could in that way appreciate them more than though I had never known the inimitable ball player preacher. Did not know "Ma" so well but her address and story of Ruth was fine. I wish there were more Ruth's Third, but not least because there is a man at the head of our organization who is big enough to see beyond the "punch clock" when it comes to employing men and looking after their welfare. If there were more S. F. Bowser's at the head of a lot of the large institutions in this country there would be fewer men in the penitentiaries and there would also be very little cause for labor organizations and the troubles attributed thereto.

There is no way of even faintly estimating the good which will come from that little gathering there for a couple of hours in that factory building. Every man who was there will have something to say about the meeting. Every person who reads and reads the "Boomer" will have something to say about it and will probably do as I expect to do, show it to a number of good friends. It looks to me like a beginning of the end of casts or rather gradings of employees. I noticed in that picture men in overalls sitting next to nicely dressed men and women and all seemed to be of one accord.

As for me, let me say, long live Mr. Bowser and every other employer of "American Citizens" who has the knack of knowing how to treat the men and women who is in their employ. The more of that kind of men produced in this land of the free and home of the brave the better country it will be for you and I to live in.

Also wishing you to know that I am in full and hearty sympathy with both yourself and the "Boomer" I am,

Yours very truly,  
(Signed.) J. L. HOBBS.

# Branch Office Standing

44th Week Ending November 6th, 1915

## Senior Offices

1. FORT WAYNE.....	E. J. Little, Mgr.
2. DALLAS.....	B. L. Prince, Acting Mgr.
3. FRISCO.....	D. S. Johnson, Mgr.
4. CHICAGO.....	T. D. Kingsley, Mgr.
5. ALBANY.....	W. M. Mann, Mgr.
6. TORONTO.....	W. R. Hance, Canadian Mgr.
7. HARRISBURG.....	R. S. Colwell, Mgr.
8. ST. LOUIS.....	G. H. Hastings Mgr.
9. ATLANTA.....	H. W. Brown, Mgr.

## Junior Offices

1. DENVER.....	C. C. Barnett, Mgr.
2. WASHINGTON.....	A. W. Dorsch, Mgr.
3. LOUISVILLE.....	E. J. Gallmeyer, Mgr.
4. NEW YORK.....	H. C. Carpenter, Mgr.
5. PHILADELPHIA.....	L. L. Walker, Mgr.

## Standing of Forty High Men, November 11, 1915

1. R. S. Johnson.....Eng. Sales	14. A. G. Hartgen.....Harrisburg	28. W. M. Booker.....Philadelphia
2. S. F. Taylor.....Eng. Sales	15. F. W. Devereux.....Albany	29. T. C. Potts.....Fort Wayne
3. W. V. Crandall.....San Francisco	16. E. L. Milliron.....Eng. Sales	30. C. J. Rogers.....Chicago
4. R. G. Fisher.....Denver	17. N. A. Ring.....Albany	31. G. W. Scott.....New York
5. R. T. Lawrence.....Chicago	18. A. E. Darling.....Chicago	32. J. T. Gibbons.....Washington
6. W. A. Armstrong.....Eng. Sales	19. G. P. Stovall.....Washington	33. F. M. Kennedy.....San Francisco
7. W. B. Stamford.....Eng. Sales	20. J. J. Manning.....Chicago	34. G. H. Schnabel.....Chicago
8. C. R. Peggleston.....Albany	21. N. Mattingly.....Chicago	35. M. C. Benham.....Chicago
9. G. H. Reuben.....San Francisco	22. E. J. Murphy.....Toronto	36. J. O. McCracken.....Fort Wayne
10. R. W. Jewel.....Denver	23. S. A. Collins.....Albany	37. W. A. Merrill.....Fort Wayne
11. C. C. Fredericks.....St. Louis	24. J. J. Connelly.....Eng. Sales	38. J. G. Roberts.....Albany
12. R. Coddington.....Denver	25. H. T. Purdy.....Atlanta	39. W. P. Shepherd.....Chicago
13. H. A. Vortigern.....Philadelphia	26. W. H. Pritchett.....Fort Wayne	40. J. F. Arnold.....San Francisco
	27. R. D. Leonard.....Harrisburg	

## Five High Men (Not Pacemakers) by points in each District Nov. 10, 1915 (Districts Listed Alphabetically)

ALBANY	DALLAS	FORT WAYNE	NEW YORK	SAN FRANCISCO
1. G. W. Elliott	1. T. L. Smith	1. J. L. Earth	1. G. W. Scott	1. E. R. Bird
2. C. M. Carpenter	2. A. M. Sigler	2. T. C. Potts	2. W. H. Ladd	2. W. C. Smith
3. B. F. Sias	3. J. C. White	3. O. O. Koogle	3. F. H. Peebles	3. E. F. English
4. S. Roberts	4. S. W. Scroggs	4. B. N. D. Milliron	4. H. Dalggaard	4. G. A. Merickal
5. W. A. Hemenway	5. E. P. Walker	5. T. J. Spurgeon	5. F. J. Libbey	5. E. F. Klotz
ATLANTA	DENVER	HARRISBURG	PHILADELPHIA	TORONTO
1. R. W. Maxey	1. H. U. Earle	1. J. M. Prigg	1. W. M. Booker	1. H. M. Fickler
2. L. W. Crow	2. A. M. Sigler	2. K. F. Hesse-mueller	2. J. P. O'Neil	2. J. W. Merickel
3. G. W. Carrington	3. F. H. Kilver	3. C. P. Law	3. W. J. McKeon	3. H. O. Cuddie
4. J. S. Warkington	4. J. H. Wilson	4. M. A. De Souza	4. F. Browne	4. W. Hickingbottom
5. L. F. Loeffel	5. C. I. Benford	5. W. B. Offerle	5. O. L. McCurdy	5. J. W. Jackson
CHICAGO	ENG. SALES	LOUISVILLE	ST. LOUIS	WASHINGTON
1. F. E. Bragg	1. S. F. Taylor	1. Max Helntze	1. G. P. Dickey	1. D. W. Darden
2. D. Ward	2. W. A. Armstrong	2. D. Moore	2. J. F. Goran	2. J. T. Gibbons
3. S. S. Haw	3. E. L. Milliron	3. C. W. Wilson	3. A. L. Casey	3. W. S. Stoner
4. P. M. Miller	4. J. J. Connelly	4. W. V. Wheeler	4. W. A. Lee	4. J. W. Lea
5. J. J. Behen	5. H. F. Babbitt	5. J. B. McPherson	5. W. C. Sutton	5. A. L. Corbin

## THE OPEN OIL STORES

The Open Oil Stores of Muncie, Indiana, have issued a rather unique circular letter to all automobile owners in and around Muncie which is worthy of mention. It is written on a red paper stock, which attracts attention. The two open paragraphs tell the complete story and we reproduce them for your benefit:

"Gasoline and greases are your main items of Automobile expense. We want to tell you how we are able to save you money.

"We have installed an underground storage system and filling station for the handling of gasoline, whereby we can furnish you with gasoline that has never been exposed to the air, thus saving all its power giving vapors. As you know, when a car is filled at the refinery, it is sealed and remains so until it is placed on our side-track, where it is opened and tested by the State Oil Inspector. If found perfect, we attach our hose and the gasoline flows into our storage tank. By the same system we fill the tank in your car by means of a five-gallon Bowser Filtering Pump, assuring you



The workshop of the Denver District Office. Mr. Wm. F. Paul is at his desk, while the young lady nearest the window is Miss Minnie Moon and the other young lady, Mrs. Stella Franklin, both doing stenographic and clerical work.

"Filtered Gasoline" with all its power giving energy at tank wagon prices."

We are pleased to inform the Sales Organization that Mr. C. C. Barnet and his "Pikes Peak Crew" obtained their full yearly quota on October the 18th.





**Mr. B. L. Prince, Acting Manager of the Dallas District, at his Desk in the Dallas Office, 1911, Commerce St., Dallas, Tex.**

On March 5th, 1883, a Prince was added to the population of Chicago. He may have been a prince by name, but he certainly was "king of the roost" at home. However, his whole attitude, since his appearance on this sphere, has not belied his name—he's a prince, every inch of him.

At the age of fourteen he engaged as an office boy with the Wholesale Hardware Company of Hibbard, Spencer, Bartlett & Co., Chicago. In six years' time with them he had climbed from the \$3.00 a week office boy to Assistant Manager of the Cutlery Department. It was here that he obtained his keen ideas of business.

Having sharpened his wits with the Wholesale Hardware Company, he cut quite a dash with the Chicago Envelope Company. He was a "sticker" because he remained with them five years until he was offered a broader, better position as city and road salesman with the Western States Envelope Company, of Milwaukee.

Advancing in salary and experience he next connected with the Old Line Life Insurance Company, of Milwaukee, until March, 1910.

The "Big Chief" and "W. G." spotted him among the crowd in Chicago and hired him as an assistant to Mr. Storr, who was then Manager of the Prospective Business Department. When Mr. Storr went to Mexico Mr. Prince became Manager of the Prospective Business Department and later became connected with the Editor in the old Correspondence Sales Department.

One day the Editor received a card of notification, stating that Mr. B. L. Prince had been married on October 1st, 1910.

Quickly following this announcement the Dallas Office was established and "B. L." was assigned as Sales Correspondent in the new district. Later he was made Assistant Manager, and on April 10th, this year, was appointed Acting District Manager.

This is some record for a young fellow and took considerable effort to dig it out. However, it is authentic as far as details go, but it does not tell of Mr. Prince's sterling qualities, his earnestness, his willingness to go the second mile for the Company, nor his ripening business experience. Mr. Prince is the type of gentleman that makes Bowser & Company what it is.

A. E. Darling was arguing with R. T. Lawrence recently.

"You know I never boast," said "A. E."

"Never boast? Splendid!" said "R. T.," and he added quietly, "no wonder you brag about it."

Evidently I. W. Bush, of the Atlanta District, is on the upward climb. His Daily Report of November 3rd showed a drawing of himself in a car going up the side of a hill at an angle of about 45°. Going some, "I. W.," going some.



### B. O. Managers on the Outside, Looking In

Salesman L. F. Greer, of the Chicago District, isn't feeling well these days and the doctors have advised him to take it slow. The rest of the organization will sympathize with him greatly in his present illness.

Salesman W. A. Foster, of the Chicago District, has lost considerable time through illness. However, we believe that he will make the Club.



# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY  
S. F. BOWSER & CO., Inc.

Edited by GEO. A. TOWNSEND

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS SALESMEN

Vol. XII

DECEMBER 1, 1915

No. 14

## THE "OLD MAN'S" CHRISTMAS

Some of you know that the "Old Man," accompanied by his son, Mr. Harry M. Bowser, 2nd Vice President, left for an extensive trip through the West, clear to the Coast, on November 11th. They will probably be gone for five or six weeks.

Mr. Bowser has promised to tell the entire factory force all about his trip when he returns, even though it takes the afternoon. He told us all that he intended to see the "elephant" while he was out there and we will look for some very interesting experiences when he returns.

The Editor doubts if there is a bigger hearted man in the organization than the "Old Man." He delights in giving and takes more pleasure in giving than in receiving.

Now, why make this all one-sided? Mr. Murray, our Sales Manager, has staged a little stunt to surprise the "Old Man" on his return. If you men on the "firing line" will only get the right viewpoint in reference to this little contest and put your good-will back of it, it will repay you a hundred fold.

Not only will it benefit you and your family directly, but the satisfaction of knowing that you have exerted the best that's in you to produce that little extra business that Mr. Murray has asked for will more than compensate you. The Editor is willing to state right here in black and white, that when you accomplish what Mr. Murray has requested, the "Old Man" will be more deeply touched by this evidence of loyalty and good-will than anything else that you could do.

Now, it would be a different thing if you were asked to make a sacrifice of something. But when you stop and think that the request benefits you, directly, in more ways than one, and indirectly pays the "Old Man" a very high compliment, you will reach the goal or know the reason why.

Come, men, go to it, and if the Editor can assist in any way he's at your service, individually or collectively.

## COOKING OIL OUTFITS

Mr. Paul W. Lawther when in the Boomer Office mentioned Mr. E. E. Lowe's orders which call for a number of Cut 58 Cooking Oil Outfits to be shipped to businesses in Texas.

The orders secured by Mr. Lowe were "F. C. W. O." and it is an indication of some of the business to be received especially by the boys of the South, on Cooking Oil Storage Equipment.

We have brought to your attention these specific orders so as to show you one class of Bowser Equipment that some of the boys have completely overlooked. Not only is Cooking Oil used extensively in the South, but it is used all over the United States. In the mining regions and in large contracting camps there is a great demand for it.

There is another class of trade that use Cooking Oil most extensively—the retail and wholesale bakeries. You will find these in every town and city throughout the country.

You had better read up on the Cooking Oil Equipment and get after some of this business. You will find full information in the last issue of "Bulletin Cut 58." If you haven't it in your portfolio, get it and study it carefully so that you can talk Cooking Oil Equipment as the occasion arises. We have also published a very attractive and instructive circular, "Cooking Oil Profits," that tells our story in word and picture.

## MAKE YOUR DEMONSTRATION COUNT

The Editor finds, upon close investigation, that the majority of Pacemakers become Premier Bowser Salesmen because they use their Model and Bulletin Books, treating each prospect as a beginner.

They put into each demonstration all the vim, vigor and enthusiasm they possess. They genuinely love this work. They do not let their sales talk deteriorate into a monologue or a well learned lesson. Each prospect is treated as if he was the only one in existence and as one of the boys, now a Pacemaker, said, when he was in the Office the other day:

"When I get through demonstrating my model I turn to a sectional view of the tank and explain every detail."

The way he said this positively made the Editor sit up and take notice. There was a sparkle in his eye, a magnetism about his voice, and you'd actually believe he was talking to a prospect. It isn't any wonder that such a man is a Pacemaker no matter where you put him.

Another good plan is to use your pencil. When you are talking about the time it takes to go from the store to the rear shed and back again, make a little floor plan of the store, measure the distance from the counter to the old "jigger" pump or tin faucet tank. There's nothing that impresses a man so much as illustrations and if you will illustrate your talk in a quiet, unobtrusive manner, you are going to get the prospect's attention.—Bingo—he's sold.

There's one thing sure you've got to do,  
If you'd succeed at all:  
You've got to think—you've got to plan—  
Or else be classed as an "also ran"—  
You've got to "Hit the Ball."

\* \* \*

English Newsie (selling extras)—"Better 'ave one and read about it now, sir; it might be contradicted in the morning."

## THE BIG SCHOOL ROOM

Ever stop to think how true it is that we are only grown-up children. Remember how it used to be in school? There were always two general kinds of boys. When one made a mistake, and was called down by the teacher, he swung around in his seat and sulked.

Then there was the other chap who did just the opposite. When he made a mistake, although he felt just as bad about it as the other fellow, he acted differently. He registered that error in his mind, and you never caught him in it again.

Success is profiting by experience. And the kind of the greatest value is the kind that hurts most while you're getting it.

You can take it either way, just as it used to be in school.

Either you can sulk and say you've had "hard luck" and that the world owes you a living—or you can grin and say, "I'll never make that mistake again."

Thank your stars for misfortune, failures, and every hard knock life hands you—if you're the kind of chap who knows the value of the greatest teacher of them all.

As one great writer puts it. "Failure is simply an episode of success."—Efficiency.



**THERE'S A NOISE ON THE PACIFIC COAST THAT SOUNDS LIKE ANOTHER NEW PACE-MAKER—SURE ENOUGH IT IS ONE**

**Mr. W. B. Jameson, of San Francisco District, Was Elected a Member of the Pacemakers' Club on October 23rd, With a Total of 500 Points to His Credit.**

**Pacemaker, October 23, 1915. Closed the year with ——— Points.**

Our estimable Sales Manager, Mr. L. P. Murray, is surely some trainer. When you stop and think that last year, when he was District Manager, he had the largest delegation of Pacemakers that ever attended the Convention, it isn't any wonder that those salesmen who worked under him and went into other Districts caught the fever.



Mr. W. B. Jameson

Mr. W. B. Jameson was employed by Mr. Murray and was headed by him in the right direction. He entered the employ of the San Francisco District Sales Organization on July 20th, 1914. This was a little too great a handicap for him to make the Club last year but it gave him an excellent opportunity to organize his territory and get in this year.

Mr. Jameson is one of these solid, substantial, clean-cut Bowser salesmen. He is a steady worker, square as a die, and a fine type of a gentleman. He is a Scotchman who has imbibed the Western spirit and the combination spells "Success." He is a consistent, steady producer.

He carries conviction because of his honesty. He is a thorough believer in Bowser quality and has sold himself on the entire line. His particular forte is cash with order.

Congratulations, Mr. Jameson, on your premier entrance into the Pacemakers' Club. Now that you are on the inside looking out, plan your campaign so that you will be in the same position only earlier next year.

**NO. 14, A NEW MAN IN THE CHICAGO DELEGATION, IS SOMETHING TO BRAG ABOUT**

**Mr. F. E. Bragg, of the Chicago District, Was Elected a Member of the Pacemakers' Club on October 27th With a Total of 500 Points to His Credit.**

**Pacemaker, October 27, 1915. Closed the year with ——— Points.**

Mr. F. E. Bragg, or Floyd, came with the sales organization on April 16, 1914. Floyd is a handsome, well dressed chap, diplomatic, and a fine Bowser salesman. He is one of the best men in the Chicago District and that District has some mighty good men, believe us. He's a good Bowser man, because he works all the lines. He has sold paint oil, kerosene and gasoline equipment, and is a hustler.



Mr. F. E. Bragg

He runs a Ford car and believes us, he burns up the roads looking for orders. The best part of it is, seven times out of ten he gets them. As an evidence of his sales ability, you will remember the special allowance made for Cut 10's last year. In his territory alone he replaced 18 Cut 10's with Cut 24's. When asked how he did it he simply said, "I just went after them."

Reverting to the "Tin Lizzie," we wish to advise that he has it painted Bowser red. When he shows up in his territory everyone within visual distance knows that the Bowser man is around.

One very important item we almost forgot to mention is that Floyd married about a year ago. Evidently Floyd practices his demonstrations and sales talks in his own home as we are of the opinion that Mrs. Bragg could sell any one of our equipments as well, if not better, than Floyd. At any rate, she is certainly Bowserized. She accompanies him on many of his trips and is a great help in boosting Bowser Equipment. We will certainly be glad to see her with Mr. Bragg at the Coming Convention.

Congratulations, "F. E.," on your first admittance into the Pacemakers' Club. May you be a repeater next year and every year thereafter as long as you are with us.

**ANOTHER "SHOW ME" BOY ADDED TO THE ST. LOUIS DELEGATION**

**Mr. G. P. Dickey, of the St. Louis District, Was Elected a Member of the Pacemakers' Club on October 28th, With a Total of 508 Points to His Credit.**

**Pacemaker, October 28, 1915. Closed the year with ——— Points.**

Congratulations, "G. P.," on your breaking into the Pacemakers' Club. When you were in the Editor's Office the early part of this year, you said you would make it and now we have the pleasure of seeing you redeem your pledge.



Mr. G. P. Dickey

Mr. George P. Dickey is just the type of a Bowser man that we are looking for. There is nothing at all fancy about his work—it is just thoroughness all through and through. A salesman is very much like a piano—some are tuned more brilliant than others, but when the hammers are packed through usage the true tone of the piano is brought out. It's the wear and tear that shows what a piano is and not the first trial or two after it leaves the factory. It's quality that counts and that's why "G. P." makes a success. The more he works the more proficient he becomes and the truer tones and qualities come to the surface.

Mr. Dickey is a "scrapper," but combines diplomacy with his aggressiveness. He will stay with a customer a week, if necessary, and yet remain with him only five minutes if he sees that it is a waste of time on that particular visit.

Mr. Dickey will hold up his end in salesmanship in any territory in the country. He has sold scales, safes and trucks, but he says that the Bowser line is the best of them all. The fact that he is now a Pacemaker proves his assertions are matters of conviction.

Again we want to congratulate you, Mr. Dickey, on your appearance in the Pacemakers' Club. May this be but the beginning of a long line of victories.

It is said there is a standing joke in Paducah, Ky., that one square is illuminated by the globes of Bowser Gasoline Pumps. Mr. M. V. Wheeler has installed there four "Red Sentries," and outfits for Lubricating Oil, and one "Chief Sentry," Cut 102.

# ANOTHER STURDY MOUNTAINEER ADDED TO THE "PIKES PEAK" BUNCH WHO ARE GOING TO ATTEND THE COMING CONVENTION

Mr. H. U. Earle, of the Denver District, Was Elected a Member of the Pacemakers' Club on October 29th, With a Total of 505 Points to His Credit.

Pacemaker, November 21, 1914. Closed the year with 536 Points.  
Pacemaker, October 29, 1915. Closed the year with — Points.

If there was as much melody in Mr. H. U. Earle's singing voice as there is when he talks, he'd be as great a winner on the grand opera stage as he is a salesman in the Bowser Sales Organization. He sure has some melodious voice. It is mighty interesting to listen to him and when he gets in front of a prospect and begins his demonstration he all but hypnotizes him before he is through. At any rate, seven cases out of ten he secures his name to the dotted line and what's more, the name sticks. Believe us, Mr. Earle is some salesman and he's that type of salesman that the Bowser organization wants.



Mr. H. U. Earle

He came with the Company some seven or eight years ago. He first traveled for the Boston Braves. You know his home, or at any rate his wife's home, is somewhere up in the Green Mountains. That east wind that cuts across the commons in Boston and makes its way throughout the whole of New England, damaged his health to such an extent that he went South and traveled in the Atlanta District. Then he migrated into the Dallas District. Soon after he returned to the Green Mountains with his wife, who was in bad health at that time, and finally the two of them migrated to the Denver District. This is where both of them found their "land of promise" and it looks as if it will be a steady and lasting field of productiveness for them both. He is traveling at the present time in West-ern Texas and Oklahoma.

He made the Club last year in easy style and duplicated this year. He sure had some conditions to overcome in 1915 on account of the rain, floods and cyclones. However, he has sublime confidence in Bowser quality. This conviction carries him through many a deal and Harry, as everybody knows him, will be at the Convention this year with bells on him.

Congratulations, Mr. Earle, on your reputation as a Pacemaker. May you be with us every year from now on.

Salesman E. W. Cline's order No. 120 (Harrisburg District) might be labeled "Work, Backed by Persistence." Mr. Cline closed the order after at least twenty-five trips.

"Called three times today—walked one and a half miles down and back each time. Found him in at 8 P. M. and stayed until 11. All my best orders have been written on Saturdays."

\* \* \*

John Goran, of the St. Louis District, recently took a nice 15-point order on Saturday. He reports, "Me for the Club or bust."

\* \* \*

We note with considerable regret that Salesman W. H. Abbott, of the St. Louis District, dislocated three knuckles and fractured two bones in his right hand in cranking his car on November 12th. We trust this will not permanently disable him.

# IF THE CANUCKS FAIL TO GET THE CUP THEY AREN'T GOING TO FAIL IN HAVING A FINE REPRESENTATION AT THE CONVENTION

Mr. H. M. Fickler, of the Toronto District, Was Elected a Member of the Pacemakers' Club on November 8th, With a Total of 504 Points to His Credit.

Pacemaker, November 8, 1915. Closed the year with — Points.

Here's another new man that has broken into the Pacemakers' Club this year. He joined our sales organization too late last year to even think about getting into the Club. It was the last of October when he started. How- ever, he got his bearings and headed for the Club this year and now he is on the inside looking out.



Mr. H. M. Fickler

Just look at his face. You can see aggressiveness written all over it, yet there's generosity, diplomacy, honesty and ability back of it all. It's his aggressiveness, however, that enables him to put all his other qualities into play. If he wasn't aggressive he never would have sold the Kerosene Outfits that he has in Montreal City. Any of you men who make city territory know the conditions in selling Kerosene Outfits in a big city. Mr. Fickler did it, however, and what man has done man can do, so here's food for thought on your part.

So far, Mr. Fickler is single, but like some of our other bachelor salesmen in Canada, his prospects for remaining in this state are very slim. Just when the event will come off we are unable to say as we are not in close enough personal touch with him to find out. We are trusting to Mr. Hance to give us this information when the time comes.

We congratulate you, Mr. Fickler, on your breaking into the Club this year. This achievement can be duplicated by you next year as you must have your territory well organized and know to a certainty where to pick up the business.



A fine installation of our "Chief Sentry" made for the Pierce Oil Company at Tulsa, Oklahoma. Mr. Fred W. McVay, the Agent, is standing by the pump.

**NO. 15 OF THE CHICAGO DELEGATION IS VERY  
HIGH BROWED BUT DECIDEDLY WEST-  
ERN IN ALL HIS HABITS**

**Mr. D. Ward, of the Chicago District, Was Elected a  
Member of the Pacemakers' Club on November 8th,  
With a Total of 562 Points to His Credit.**

**Pacemaker, December 4, 1912. Closed the year  
with 547 Points.  
Pacemaker, September 23, 1913. Closed the year  
with 568 Points.  
Pacemaker, October 28, 1914. Closed the year  
with 537 Points.  
Pacemaker, November 8, 1915. Closed the year  
with — Points.**

Here's another one of that Chicago District Bunch that has been a consistent, persistent prize winner ever since he joined the organization, which was in August, 1910.



Mr. D. Ward

Like his brother Jim, Dave (not David) is one of the best and squarest fellows on earth. He might as well have been named David, because when he slings an argument he can bring down the biggest Goliath of a prospect. He knows how to select his ammunition and he can put some force back of each one of them. They surely go home right between the eyes. Back of it all, however, he has a good, big heart and he throws into each one of his arguments a touch of the human element that makes the sold prospect a steady booster for Bowser equipment.

Recently he became the owner of a nice seven passenger Mitchell. We are of the opinion that his only daughter, Winifred, had something to do with this buy. He couldn't deny her a pleasure of this kind. She and Mrs. Ward, in their beautiful home in Minneapolis, are certainly anchors to the windward and when not on his territory you will find him always with them.

Congratulations, Dave, on your admittance again into the Club this year. Next year we look for you to be a five-time repeater and trust that you will bring both Mrs. and Miss Ward to the Convention.

**IT DOESN'T MATTER WHAT FIELD OF EN-  
DEAVOR THE CANADIANS ENTER UPON,  
THEY JUST NATURALLY FORGE THEIR  
WAY TO THE TOP**

**Mr. J. W. Merickel, of the Toronto District, Was  
Elected a Member of the Pacemakers' Club  
on November 11th, With a Total of 501  
Points to His Credit.**

**Pacemaker, July 9, 1912. Closed the year with  
916 Points.  
Pacemaker, December 19, 1913. Closed the year  
with 622 Points.  
Pacemaker, December 18, 1914. Closed the year  
with 528 Points.  
Pacemaker, November 11, 1915. Closed the year  
with — Points.**

If there is one thing that Pacemaker J. W. Merickel likes better than selling Bowser Paint Oil Equipment, it is in hunting big game. He has quite a local reputation as a successful Nimrod. This has given him an audience to many a prospect in his territory who enjoys hunting that otherwise would have been hard to reach.



Mr. J. W. Merickel

However, difficulties have no terrors for Mr. Merickel. The tougher the nut the harder Mr. Merickel works to crack it. As evidence of his prowess in this field, just glance

at his record. Not only has he been a Pacemaker from year to year, but he also has the honor of being a Bronze Tablet Cutter. Some honor, believe us.

Mr. Merickel values his prizes to such an extent that unless conditions have been very much against him this year, which we doubt, he has intact all of the prize money he has captured besides the awards of honor. He takes particular pleasure in looking at these trophies and gets much inspiration from them for further effort.

Mr. Merickel is a very high type gentleman, very thorough in his work, and has concentrated his energy in selling Paint Oil Equipment. He is a past master in this art, although he can sell the rest of the line with any of the boys.

Congratulations, Mr. Merickel, on your entrance into the Club this year and may you be a five-time repeater next year, only getting in earlier.

**THE LATEST EDITION TO THE CANADIAN DELE-  
GATION IS ONE SURE ENOUGH  
PRIZE WINNER**

**Mr. H. O. Cuddie, of the Toronto District, Was Elected  
a Member of the Pacemakers' Club on November  
12th, With a Total of 528 Points to his Credit.**

**Pacemaker, November 12, 1915. Closed the year  
with — Points.**

Mr. H. O. Cuddie is an old friend of our Mr. Rhodes who needs no introduction. It was through Mr.



Mr. H. O. Cuddie

Rhodes that the sales organization secured Mr. Cuddie's service. The Canadian management feels very grateful to Mr. Rhodes, as does the Company, because we have in Mr. Cuddie a representative in Southern Saskatchewan who consistently and persistently boosts the interests of S. F. Bowser & Company, Inc., with satisfaction to all.

Mr. Cuddie's record with the Company is really phenomenal and deserves particular mention. He entered the sales organization as a sub to Mr. Rhodes on October 15th, 1914. He made 227 points for Mr. Rhodes and on May 1st, this year, was appointed Senior salesman. It was necessary for Mr. Cuddie to make since May 1st, 524 points because lately he has put on a sub to assist him. By November 12th he had accumulated 528 points which, added to the 227 points he made while working as a sub-salesman, for Mr. Rhodes. When he started as a Senior salesman the slate was wiped clean and he began anew. Taking all the conditions into consideration in Canada, the war, finance, etc., the Editor is of the opinion that this is the best record made in the sales organization this year.

Mr. Cuddie's previous experience in sales work was principally real estate. He is a high type of business man and commands respect among his prospects. Mr. Cuddie is also a married man and makes his headquarters at Moose Jaw, Saskatchewan. He travels the territory through Southern Alberta and Saskatchewan.

Mr. Cuddie, we want to congratulate you on your achievement and welcome you with open arms at the coming Convention. We trust that Mrs. Cuddie will accompany you.

\* \* \*

"How was it that you didn't name your baby Woodrow Wilson when you told me that was your intention?" asked E. M. Savercool of "Dean" Johnson.

"We named it Jean Abigail," meekly replied Dean.





Exterior view of the Dallas Office, 1911 Commerce St., Dallas, Texas.

## WHAT A CUT 19 WILL STAND WHEN PUT TO THE TEST.

**The Western Stores Company,  
Denver, Colorado.**

W. H. Howell, General Manager.

November 2, 1915.

S. F. Bowser & Company,  
948 Gas & Electric Bldg.,  
Denver, Colorado.

Gentlemen:—

On August 5th, 1915, the merchandise, equipment and building of our general store at Heaton, New Mexico, was entirely destroyed by fire. At the time of the fire we had in the destroyed building about one hundred and fifty gallons of kerosene stored in a steel Bowser tank. While the ruin of the property was complete, and the oil tank blistered and buckled the oil came through without ignition and was subsequently sold in the regular way.

Yours truly,

(Signed) W. H. HOWELL.

"Hatch all those chickens yourself," asked "Nat" Ring of a farmer boy.

"Nope, got hens 'round here to do that," answered the boy.

Which reminds us that a hen can sit still and earn a living, but a man can't.



A fine installation of our "Chief Sentry" and two Cut 63 Lubricating Oil Cabinets on casters as made for the Trinity Oil Co. Filling Station, Dallas, Texas.

Salesman J. W. Weems, of the Dallas District, is a youngster in the organization but he knows how to sell Cooking Oil Outfits, "C. W. O." Go to it, "J. W." That's the gait that Pacemakers are made of.

\* \* \*

Salesman Nod Brown is another promising Pacemaker in embryo. He made over 33 points of business the last half of October which is about all the time he has worked for us.

\* \* \*

Salesman Harry Gunn went "Gunning" and headed the list of the "Dallas Determined Dozen" during October.

\* \* \*

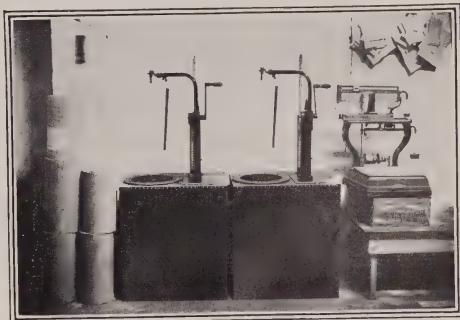
Salesman H. M. Tunstall has dug his way out of the debris left by the recent Gulf storm and is striking his old time gait.

\* \* \*

Salesman E. P. Walker has told Acting Manager B. L. Price that he is determined to attend the Convention in January. Here's backing you up, "E. P.," that you do it.

\* \* \*

Salesman Herbert Austin, the man who looks something like President Wilson, distinguished himself early in November by selling a "Chief Sentry" "F. C. W. O." Some sale, Herbert, some sale.



Two Cut 19-B's as in use in the Store of Shortridge & Coulter, Bonhom, Texas.

The following letter was received at our Kansas City Office Nov. 6th, from a Coffeyville, Kans., prospect:

"Kindly send us catalog on your various gasoline tanks, up to 500 or 600 gallons, together with pump for use in private garage. Also advise how much extra it would cost to have the measuring apparatus on the pump."

Mr. J. L. Hobbs reports under date of the 15th as follows:

"These parties wanted a Cut 47, 550 gallon tank. I sold them a 20 bbl, 12 ga., "Red Sentry" and a Cut 63 and got the F. C. W. O."

The total amount of the sale was about 13 points Garage business.

Nice work, Mr. Hobbs. We will send you some more prospects some time if you get them that way.

Old scout, H. D. Murdock, of the Chicago District, was a visitor at the factory on Saturday, November 13th. He had just driven through from Cincinnati in his Ford car and was on his way to Chicago. He's the same old Murdock and we were mighty glad to see him. He had some trouble getting started Saturday morning. He says it was the first time she ever balked on him. That's what they all say. Eh?



At a quarter past twelve Saturday noon, November 13th, Salesman O. O. Koogle, of the Ft. Wayne District, had his neck broken and lost his life when the steering gear of his automobile broke, causing the car to turn completely over on the Burlington Pike, south of Logansport, Indiana. Mr. Koogle was racing and driving the car at a rate of about forty miles an hour when the accident occurred.



Mr. O. O. Koogle      Mr. Koogle resided in Van Wert, Ohio, where he leaves a wife and two children. He was one of the coming men in the Bowser Sales Organization, was almost a Pacemaker, lacking but a very few points, and this accident is certainly a serious loss in every way.

All of those who know Mr. Koogler will deeply sympathize with his wife and children in this catastrophe.

Mr. E. F. Klotz is another San Francisco man who sells Lubricating Oil Equipment. Prior to Sept. 1st he had sold 27 Outfits during the year and since then has sold nine.

If this thing keeps up the Western States certainly will run along smoothly.

Pacemaker W. E. Tousley, of the St. Louis District, paid us a most welcome visit about the middle of last month. It certainly is a pleasure to visit with him.

## Lawsey Chile! Jes See c

J. F. Arnold's Order No. 352-A calls for a Battery of Lubricating and Paint Oil Equipment consisting of 4 1-bbl., half-gallon Cut 63's, 4 1-bbl., half-gallon Cut 110's and 1 Cut 134.

Mr. Arnold, by the way, we believe holds the record for Lubricating Oil sales this year. Up to November 12th he had sold a total of 52 Lubricating Oil Outfits, 35 of these being Cut 63's. Mr. Arnold has paid half of his traveling expenses from the sale of Lubricating Oil Outfits alone.

If there is any salesman in the organization that can beat Mr. Arnold's Lubricating Oil sales, we want to know it. Send in your name.

\* \* \*

Mr. J. C. Harding's No. 147 calls for a nice Paint Oil System consisting of 8 1-bbl., half-gallon Cut 110's and 1 Cut 134. Mr. Johnson, of the San Francisco Office, advises that he knows this firm has been solicited for the past eight years by not less than six salesmen. It was, however, finally up to Mr. Harding consummate the sale. The cumulative effect of previous calls like the constant dropping of water on a stone brought home the bacon.

\* \* \*

Our old tried and true Jake Gumpper is putting a big one over every once in a while here in his home town. In the interim he is educating some of the new salesmen on the line. He is some educator, too, believe us, because age, experience and ability count in doing this class of work.

\* \* \*

Salesman W. D. Alleman has been doing some paint oil specialty work for the Ft. Wayne District.





## Bunch Hustle for dat Cup.

He is a frequent and welcome visitor at the factory.

Pacemaker E. B. Bachman stated in a letter to the Editor under date of November 10th:

"I am certainly glad that I will be able to meet with the crowd in January, 1916. I look forward to this meeting every year as one of the greatest pleasures of my life. I wish it could be that every man could make the Club the first year they are with us. If they could accomplish this they would undoubtedly have new life, enthusiasm, zeal, and a far greater idea of our line and work."

\* \* \*

Salesman W. A. Armstrong, of the Engineering Sales has been a frequent visitor at the factory during the past month. He has so many orders that he either has to send them by express or carry them himself. He surely is piling up a record for himself and it will not be long before he passes his brother's former records.

\* \* \*

Salesman W. H. Coddington, of the St. Louis District, was a visitor at the factory the early part of November. For some unaccountable reason the Editor missed a good talk with him. Consequently the Boomer lost a good article.

\* \* \*

Salesman G. C. Boulte, of the Ft. Wayne District, has been transferred from his old territory around New Albany and Jacksonville to the Evansville territory. We trust that the change of scenery will do him good.

## NO WOODEN LEG COME-BACK LOR HIM

"You say others sell equipment of this sort for less money, which is true—and it is also true that a kerosene tank is a kerosene tank regardless of mechanism, quality or price."

"Now, by that same token, a half-witted man is just as good and as useful a member of society as a college president, or you or I. And a wooden leg is as good as the real flesh and bone article, but you would prefer the natural and more valuable flesh and blood leg to the Basswood limb, would you not, Mr. Buyer?"

"Quality and usefulness are of the same comparative value in pumps and tanks as in brains or legs. Now please, Mr. Buyer, do not try to hand me any wooden leg arguments as to the price of our equipment."

## OH YOU CHICKENS!

"When a goose lays an egg there is very little excitement and it is only found by accident, but when a hen lays an egg the hills re-echo with the glad tidings and the result is that many hens' eggs and few goose eggs are ever seen."

"Now, this idea fits into the selling of Gasolene Curb Outfits. The faucet tank behind the store invariably is owned by a commercial goose and the advertising propensities of the hens are typified by the owner of the Bowser Curb Outfit."

"A well-known Mississippi Bottler was fond of playing pranks," said Salesman W. P. Dolan. "One day while riding with an illiterate negro, he began gravely to chatter Italian to his brunette driver."

"The negro looked wildly at him, but said nothing. Finally the white man, in pretended piety, said—"

"What's the matter? Why don't you answer?"

"I dunno what y'all talkin' 'bout."

"What's wrong? Haven't you any brains?"

"Yessah, I got some brains, all right, but dey ain' no use to me now."





Interior view of private garage of Elihu Sanger, Dallas, Texas. This garage is Bowserized with 1 1-bbl. Cut 53-B and 1 2-bbl. 14 gauge Cut 41 with 10 feet of hose, Meter and Filter for gasolene.



Exterior view of private garage of Elihu Sanger, Dallas, Texas.

Mr. Deniver Moore has made several splendid installations of "Chief Sentries," Cut 102's, at Owensboro, Henderson and Hopkinsville—all in his territory.

\* \* \*

Mr. J. B. McPherson isn't far behind Messrs. Wheeler and Moore, of the Louisville District. He has made some beautiful installations in his territory and sometime we may reproduce one or two of them from photographs.

#### WHAT THE WEST IS DOING TO INCREASE THE 4-B'S

San Francisco District has been conducting a special Lubricating Oil Outfit campaign since Sept. 1st. No prizes have been offered but the entire western organization has given special attention to this line of equipment with the result that since Sept. 1st, or in about two months and a half over one-half as many Cut 63 Outfits were sold as during the first eight months of the year. It simply goes to show what can be done with a line that many think not worth pushing, at least it would seem that many think that way from the records they have made.

Mr. C. C. Compton, who came with the San Francisco bunch during this year, had not sold one Lubricating Oil Outfit up to the beginning of the special campaign. After he saw the light on the subject, he sold eight the first week and up to the middle of September had sold twelve.

Mr. L. B. Gilbertson, another new man, had sold one Cut 63 prior to starting the special campaign, and since has sold seven.

Mr. C. O. Hottel, working in Honolulu, who also came with the San Francisco bunch this year, sold prior to Sept. 1st 9 Cut 63's and 8 64's. Since Sept. 1st he has sold 13 Cut 63's and 2 Cut 64's.

When Mr. W. E. Tousley was in the Office the other day, he sprung a new one on the Editor that he wants to pass on to the rest of you men in the field so that you can use it in your own way.

Our salesman has prepared himself a few blank sheets of paper, 8½ in. wide by 11 in. high, and printed across the top, "The Bowser Field Service Department." He approaches a prospect and tells him that he is a Bowser Field Man and has come there for certain information in reference to his oil storage and would appreciate his co-operation. He finds, as is the case in all human nature, that most men like to give information when they know it isn't going to cost them anything.

He puts his traveling case down alongside of the counter, produces his prepared sheets, and asks him how much oil he uses, the different kinds, where they're located, etc. He draws a rough diagram of the store, gets the proprietor to measure the distance from the counter to the "jigger" pump or old tin faucet tank, and in fact shows him from the information he voluntarily gives, how wasteful are his present old style methods.

In some cases he finds a Bowser Cut 19 alongside of an old "jigger pump" in the back of a store. He tells him to put the Cut 19 up in front where it belongs, gives him his reasons for so doing—the increased business, the saving of steps and time, etc.

This, of course, implies that he should purchase another outfit to take care of the other grade of oil, and by the time he has finished collecting the data he has adroitly brought his man around to visibly see what he is losing in his old method of handling oil. He then suggests purchasing Bowser Equipment.

This man finds that in nine cases out of ten the method is more than successful. As evidence of this, he is today a Pacemaker in a territory that has never before produced one. "The proof of the pudding is in the eating thereof," and the eating is mighty good in this instance.

Mr. J. L. Hobbs, of the St. Louis District, reports that when Tom Billings' Grocery Store burned down at Crawford, Kansas, it contained one 2-barrel Cut 19-A Kerosene Outfit. This outfit had 110 gallons of oil in it. The fire was so hot that it burned off all the wood, yet there was no explosion.

This is simply one of thousands of such tests that have occurred during our thirty and more years' experience in building such equipment.



A good view of our "Chief Sentry" as installed for one of the Gulf Refinery Co.'s Service Stations at Houston, Texas.

## FOR DETERMINATION TO INCREASE THEIR DELEGATION THAT DENVER BUNCH OF SALESMEN TAKE THE CAKE

Mr. A. M. Lucas, of the Denver District, Was Elected a Member of the Pacemakers' Club on November 9th With a Total of 506 Points to His Credit.

Pacemaker, November 9, 1915. Closed the year with ——— Points.

Here's another youngster in both years and service with the Company, that has broken into the Pacemaker Club. Mr. A. M. Lucas joined the sales organization on September 5th, 1914. He proved from the start that he could be a steady producer under difficulties in a hard territory.



Mr. A. M. Lucas

Mr. Lucas possesses to a large measure the typical Western spirit of being on the job every minute. Easterners sometimes call this Western aggressiveness. The fact of the matter is, Mr. Lucas doesn't know when he's licked and takes a prospect's "No" as an incentive to work all the harder to change it into "Yes." He feels worse than anybody else when a prospect tries to put him off and seven cases out of ten wont permit him to do it.

It has been said by good authorities, that he has been known to get out of bed in the middle of the night, sit down and talk over with himself the problems of the day and especially why a certain prospect didn't make the investment he recommended. When he finally found the correct answer he went back to bed, slept peacefully, and arose in the morning in a happy frame of mind. He then went back to his prospect and came away with his signature on the dotted line.

This is the Bowser spirit that carries many a salesman into the Pacemaker class. It's putting into the work mental efficiency—it's dignifying his occupation and making every one respect him.

Mr. Lucas is a young man in the twenties who made up his mind to get into the Club this year if there was any human possibility to do so. The result is that there's a place reserved for him at the banquet table.

Congratulations, Mr. Lucas, on your admittance into the Club and may you be a repeater next year.



Private Garage of W. N. Snow, Banker, 50 Crescent St., Greenfield, Mass. This is the most complete private garage in the Berkshires. The garage is equipped with 1 Cut 95 Pump with Filter, 300-Gallon Type "C" Tank, 1 Cut 172 Cabinet Lubricating Outfit, Steam heated and fire-proof throughout. Chauffeur's quarters nicely furnished, complete with private bath, etc.

Salesman Charles Rogers, of the Chicago District, reported in a letter of his dated November 15th, that the Knox Mercantile Company, of Cherokee, Iowa, purchased a Bowser Cut 19 for Kerosene in 1888.

Mr. Knox, Jr., informed Mr. Rogers that the present outfit was working excellently. They are going out of business and claim that this fixture is worth as much as when they bought it, and they have listed it accordingly.

Some recommendation and well worth considering.

## A SOUTHERN SALESMAN'S METHOD OF APPROACH AND DEMONSTRATION

Montgomery, Ala., Oct. 10th, 1915.

Dear Mr. Townsend:

Enclosed please find an approach and demonstration talk that I use very successfully in my territory. Of course you understand that it can not be used in every instance, but you can answer almost any argument with it down here.

With kindest regards, I am,

Yours for the Company.

"ONE OF THE BOYS."



### The Points to Be Considered in Making an Approach.

1. It is necessary always to obtain your prospective customer's attention, interest, confidence, and conviction. These steps or stages may be obtained only in the order named.

2. Your customer must appreciate actual loss or you must show comparative inaccuracy, delay and hindrance in the dispatch of business routine.

3. It is necessary to tell what we have been able to accomplish in eliminating these objectionable methods with the use of our equipment, but not necessarily how it is done.

4. The prospective customer must be made to honestly admit his willingness to pay for such conveniences and advantages, or, in other words, made to acknowledge the value of the same.

5. The demonstration of the model (for kerosene and gasoline pumps) is simply then the proving, in a systematic way, the points which we have already made in the outline of approach.

### Approach.

"Mr. Blank, my name is ——. I am the Sales Representative of the S. F. Bowser & Co., which manufacture tanks, pumps for kerosene and all oil commodities. The object of my visit is to interest you in our equipment, which I believe will absolutely protect your interest.

"We have taken it for granted that you are deeply interested in our latest products, because they are the simplest, yet most improved and modern equipment of its kind ever put on the market.

"Inasmuch as you require the highest degree of efficiency in your employees, is it not only fair to assume that you are willing to provide them the means by which they may render you such service?

"Many years of experience have taught us that successful and conservative business people appreciate the nature of and welcome just such features as are employed in our pumps, etc.

"Of course, the purpose of any up to date appliance in your store, etc., is to facilitate business and save money, is it not?

"A pump, etc., which is constructed so as to give you convenience of operation, speed, durability, low cost of maintenance, and at the same time give you the greatest possible fidelity in its application would naturally be the utmost value to you, would it not?





# SALES TALK ON BOWSER COOKING OIL EQUIPMENT.

(By Mr. P. W. Lawther, of the Dallas District.)

Dear Mr. Townsend:—

Following consecutively the five steps in every sale: viz., **ATTENTION, INTEREST, CONFIDENCE, DESIRE AND DECISION.** You will, of course, understand this is not a set rule, but only my idea and you may take it all or part of it for what it is worth. At any rate it is my way of doing business and I pass it on to the next fellow for what it is worth.

## Attention.

On entering a store, you may rest assured you will be noticed, so conduct yourself in such a manner that you will make a favorable impression on **everyone.** Don't overlook the choreboy, or the porter. Be **pleasant.** The first man you catch idle, walk up to him, put out your hand and shake hands with him (give him a good shake, too) stating your name (only) and say: "I presume you are the buyer."

If you have made a mistake, you have flattered him and he will take pleasure in introducing you to the buyer, or at least pointing out the buyer to you. Shake hands with the buyer, state your name (only) and look him square in the eye and earnestly say:

"Mr. Smith, I have something here that I want to talk to you about. I know positively I can convince you in a very few minutes that it will **increase your business and make you MONEY.**"

Remember, in selling everything, it is not only what you say, but **HOW YOU SAY IT** that counts. So we make this statement very emphatically: I know positively I can convince you in a very few minutes that it will **increase your business and make you MONEY.**

While you are making this statement, you are getting your model. (Be sure your model is clean and working correctly; because the impression you are now making either means many \$s to you or it means 0's at all.

## Interest.

"Mr. Smith, I want to show you the recently perfected 'Bowser Cooking Oil Cabinet.' This Cabinet does away with all the inconvenience of handling cooking oil. It furnishes you with a complete check on your cooking oil business. It keeps your cooking oil perfectly sanitary, free from flies, ants and bugs and enables you to wait on seven customers against one the present way you have of handling Cooking Oil. You can dispense any pre-determined quantity. For illustration, one full stroke of pump gives you exactly one gallon,—one seven and one-half pound gallon—that is the gallon you buy, so it is very essential that, when you sell Cooking Oil, you should sell a seven and one-half pound gallon—no more or no less."

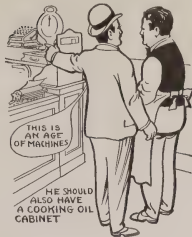
Merchants buy cooking oil in tierces at so much per pound— $7\frac{1}{2}$  lbs. being a standard cooking oil gallon.

Now, look Mr. Smith square in the eye and say:

"If you use a measure you are only **sure** of one thing and that is you are giving more than **seven and one-half pounds for a gallon.** If you doubt this, you can weigh your gallon measure and see for yourself. I have weighed hundreds of them and have never found an accurate one yet, in fact there are **no accurate measures**—they all vary from 4 oz. to 12 oz. over on the gallon. The word **gallon** in liquid measure, Mr. Smith, is as obsolete as the word bushel in dry measure. We speak of a bushel of oats but we mean 32 pounds; a bushel of shelled corn, but we mean 56 pounds. It is the same with oils. Lined oil weighs  $7\frac{1}{2}$  lbs.—Cooking oil,  $7\frac{1}{4}$  lbs.—these are fixed and a gallon of either of these oils means so much weight, no more, no less.



"Now, watch me closely, Mr. Smith. If you want one-half gallon you place the stop lever on the



$\frac{1}{2}$  gallon mark here on the Quantity Dial, and with a stroke you get half gallon. Just as easy! Half gallon figured on  $7\frac{1}{4}$  pounds to the gallon—no guess work—accurate weight. And also if your customer desires a quart, you simply move the stop-lever to the quart mark on the Quantity Dial and with a stroke you get one quart—one quart figured on seven and one-half pounds to the gallon."

Here, Mr. Smith, is what we call a slip-tube. We slip it on the nozzle and you see it does away with the funnel for filling bottles, jugs, etc."

"This is a Computer. (Take the Computer off the model and hand it to him.) Now, for illustration, say you were selling Cooking Oil for 75c per gallon, you would place a 75c slip in front."

"Here is an Indicator. You will notice as I raise the pump the indicator travels up and down the Computer. Now, if your customer wanted 25c worth of Cooking Oil figured at 75c per gallon on a basis of seven and one-half pounds to the gallon, you would simply run the pump up until the Indicator was opposite 25c worth and likewise you could dispense 5c, 10c, 20c, 35c, 45c, etc.—figured accurately on seven and one-half pounds to the gallon. No guess work—accurate weight. This computer Cooking Oil the same as your computing scale computes tea, meat, etc."

"Now, supposing your customer has an odd-sized jug, bottle or container to be filled. Just run your indicator up to the top of the Computing Scale. When the container is filled the indicator will show clearly and accurately to the cent how much is sold. No guess work—no loss of any kind."

## Desire.

"Now, Mr. Smith, I know you have been thinking all the time, 'that's a good thing, but how am I to get the Cooking Oil into it; and what am I going to do when the Cooking Oil in it gets hard or solid?'"

"I'll admit, Mr. Smith, those two features stumped Mr. Bowser for a long time, but after spending thousands of dollars and trying out a great many different ideas, Mr. Bowser has at last solved the question."

(Show your Cut 58 with lamp.)

"It's simple, isn't it? You simply pull the lamp out, light it, slide it back down in its cylinder and it does the rest. It soon furnishes enough heat to melt the oil without any smoke or odor, in fact, if your porter or clerk were careless enough to leave the wick of the lamp turned too high and if it did smoke, you see there is no chance for the odor or smoke to reach the Cooking Oil, because they are separated with a steel cylinder."

(Now show from your Bulletin Books a Cut 134 Portable Barrel Drainer.)

"On the back end of the Cooking Oil cabinet, Mr. Smith, we have a 15-in. manhole with screw cover. You unscrew this cover, place your Cooking Oil drum on the barrel drainer, or have the drayman do so when he delivers you the drum; roll the barrel drainer up to your cabinet; take out the 1 $\frac{1}{2}$ -in. bung in the end of the drum; turn the drum over and it automatically and naturally does the rest—just as easy. Simple, isn't it? You see it empties itself while your clerks are doing something else. And you will notice here on the model is a gauge stick. It shows you approximately the amount of oil at all times in your cabinet. It is always a signal to you when it is time to empty another drum and is a constant check on your oil."

(Now, show Cut 156-A Gallon Meter.)

"Mr. Smith, this is something I know you weren't looking for—this is a Gallon Meter. It registers each gallon sold up to 10,000 gallons, then repeats. It is a little adding machine for your

IT WILL INCREASE YOUR BUSINESS AND SAVE YOU MONEY.



MAKE A FAVORABLE IMPRESSION ON EVERYONE

Cooking Oil business. You can tell at the end of each day, week or month the amount of Cooking Oil sold. You can compare the sales of Cooking



Oil this week with last week; it is the finishing touch to this complete and perfected Cooking Oil Cabinet."

"This Cooking Oil Cabinet is a real live **Salesman**. This is an age of machines; the wise ones always grab them first. Look at the machines in your store—the cash register, the adding machine, the typewriter, the computing scales, the meat grinders, the cheese cutters, etc. You buy them to save time and money. This Cooking Oil Cabinet saves time

and money and **SELLS** Cooking Oil. It is a salesman who only draws his pay check once in a life-time but works every day faithfully and honestly as long as you live. Just remember that it really sells oil for you."

"Just imagine this Cooking Oil Cabinet setting right in the front of your Store—that is where it belongs because Cooking Oil is the most profitable cooking grease you sell. Did you ever compare Cooking Oil profits with the profits on package compounds, etc.? In most places the profit on Cooking Oil is much greater than the profits on the canned greases and lard. Cooking Oil is a southern product made from the seed of the South's greatest product—cotton.

"Now, your customer walks into your store. One of the first things that greets her eyes is this fine, sanitary Cooking Oil Cabinet. You are proud to have her see it and you take pleasure in showing her the way you handle and dispense Cooking Oil. You would be ashamed to let her see the way you are **NOW** handling Cooking Oil. You sell her, with the aid of this Cabinet. Cooking Oil instead of some canned grease; and I want to tell you right now, your Cash Register sings a different tune when you think of the increased profit; **YOUR PROFIT; YOUR MONEY;** all for the asking."

"This Cooking Oil Cabinet will make **MORE MONEY** per square foot of floor space it takes up than anything in the store. It is a profitable investment, it will rapidly increase your Cooking Oil business. It is an advertisement. Think of this same lady the next afternoon at her neighbor's tea party. The first chance she gets she tells all the ladies present about Mr. Smith's Cooking Oil Cabinet and how nice the Cooking Oil is. **What is the result? New customers, increased business,** etc., all because you, Mr. Smith, were wise enough to take advantage of your opportunity."

"Cooking Oil is an all-year business, it sells every month in the year. Do you know that the sale of Cooking Oil has almost doubled itself each year for the past five years? It is being shipped all over the world. It is recommended by all leading physicians and chemists as being the most healthful shortening or frying medium known today. It is strictly a vegetable product and does not have the harmful effects on the system that animal fats do. It is used extensively in place of olive oil. In compounding dressings and sauces for salads, it is superior to olive oil. In fact, a great deal of olive oil you buy today is either Cooking Oil or 50% to 75% Cooking Oil, and it is a southern product."



## Confidence.

"Bowser has spent thousands of dollars and years in perfecting this Cooking Oil Cabinet and is giving you a 100% efficient system. All brass parts of our pumps are carefully treated so that none of the liquid touches any metal other than which it should touch to keep it sweet and clean. It is impossible to get poisoned from the oil as it is not exposed to any brass parts."



"This Cooking Oil Cabinet is backed up by Bowser's twelve month guarantee to be as represented and to do the work it is made for. Yes, sir, Mr. Smith, you have 12 months to find out if this Cabinet is not O. K. in every respect. What more could

you ask for? This Cabinet is not made by some little one-horse concern, but by **BOWSER**, the largest manufacturer of oil handling devices in the world—a firm doing an annual business of millions, a firm whose guarantee is a guarantee in every sense of the word."

"The Bowser way of handling Cooking Oil will make easy work of an irksome task and will add floor space to your warehouse or stock room and will enable you to do away with that unsightly corner, that mess, etc., that draws ants, flies and bugs which infect your other stock."

## Decision.

"Now, Mr. Smith, isn't this what you have often wished for? Isn't it complete? Wouldn't you like to put that department of your business on a better paying basis? Wouldn't you like to have the ladies of this city brag on your store?—its cleanliness, its sanitation, its prompt and courteous treatment?"

(Pause between each question, get him in the habit of saying "Yes." Then say):

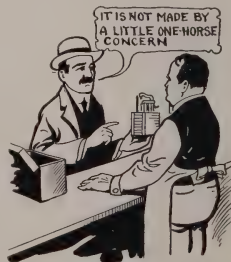
"Now, let's see, Mr. Smith, where do you think this Cabinet ought to be placed—over here or over there?"

If he says, "Here," pause then, agree with him, make out his order and let him O. K. it. He is ready and it is up to you to get his name on the dotted line.

## The Retail Merchant.

Retail merchants, in many ways, are soul trying customers to call on, not that they will not treat you right, because they will if you look respectable and carry yourself in a dignified manner, and approach them with confidence in yourself. But the very nature of this business is such that it makes it hard for a man to give them a good concentrated talk. With your ordinary call, right in the middle of what to you appears your best and most eloquent argument, some one will come in for a nickel's worth of bread, and up jumps your audience.

It is extremely aggravating but it is a condition that cannot be changed. When he comes back, just before he gets to you, you should invariably say something about the Cooking Oil Cabinet or the conversation where it broke off. Because while he has been away waiting on his customer he is very likely to have framed up a remark that he is going to spring on you, something like this: "That sounds good to me, but you come in next trip."



Never give him a chance to say anything you don't want him to say until you have sunk in your arguments. You must be master of the situation, and you can be.

### Investment Argument.

You can make a strong investment argument on Cooking Oil Tanks. Say, for illustration:

Mr. Smith handles 20 barrels of Cooking Oil per year at 50 gallons per barrel or 1,000 gallons @ 25c. per gallon—profit, \$250.00 annual paper profit on Cooking Oil. Actual profit **guess** work cost of Cooking Oil Cabinet, complete, \$138.00. What nicer investment could a merchant make?

**YOU CAN DO IT. Get one this week and get started.**

Your friend,

**PAUL W. LAWTHOR.**



### GETTING AWAY FROM THE GENERALITIES IN MAKING A SALE

Harrisburg, Pa., 10-14-'15.

Dear George:—

A buyer thoroughly understands our basic motive for paying railroad fare and hotel bills, in order to sell him a **BOWSER EQUIPMENT**. **Selfishness.** He therefore fortifies himself by more or less discrediting our claims and statements of "BOWSER." Ordinarily, however, the buyer is broad enough to listen and hear our proofs—for no sale can be consummated without them.

The average buyer is just as smart (or smarter) as we are—so we cannot even hope to make him "come across" and adopt the **BOWSER EQUIPMENT** unless we show him beyond all doubt why and how it will prove a good investment—speaking only from the standpoint of dollars and cents.

If you operated a manufacturing plant and had a problem of local transportation to solve, which of these salesmen would walk back to his office with your signed contract: (A) the salesman who dwelt upon the general subject of trucking, showing how others are handling it, and suggesting that you buy the truck, "like the one we sold to Drake Manufacturing Co.," or (B) the salesman who first investigated **your** business and knew before the interview what you needed, then came to you with definite arguments why you should buy the particular type of truck which is built to "enable you to carry those largest castings over to the Simplex Foundry Co. without overloading your truck?"

Which, now, **deserves** the contract?

Explain to Mr. Hardware Merchant, that "this type of **BOWSER EQUIPMENT** (Cut 109, 110, 111 or 115) is designed for your Hardware, and Paint Oil Store—made exactly to fit **your** particular business—made so that it will store and handle such quantities that you can buy at the lowest market price—check up exactly the shipper's statement—handle your oils in an approved, safe and orderly manner, (probably meaning a reduction in your Fire Insurance)—giving him rapid and accurate service to the Trade in any quantity desired and with the assurance that the paint oils are in a perfect condition (no congealing,—the formation of flocs and fads reduced to a minimum.)"

Explain to Mr. Druggist that "this type of Equipment (the Cuts 500 and 504) is built for **your** store,—it enables you to handle those expensive drugs and liquids in a serviceable, economical and safe method; no danger of the liquids becoming contaminated, as the equipment for that particular drug, air and evaporation proof,—in filling prescriptions or filling an order, you and the customer are assured that one ounce, two ounces, or any quantity up to sixteen ounces, can be accurately and speedily pumped." Mr. Druggist is open to conviction why such liquids as Olive Oil, Castor Oil, Medicines, Drugs, Glycerine, Cod Liver Oil, etc., can be more perfectly handled through **BOWSER EQUIPMENT**.

Explain to every merchant how Bowser Service is particularly designed for his business. The "Butcher"—a Filling Station Cut 102 or 241; the "Baker"—the Cut 33 and Cut 58 for Cooking Oil.

Learn either before hand or from him as you interview him, just what his requirements are;—then apply "BOWSER" to those requirements.

Few people care to buy **BOWSER EQUIPMENT** because others have, but they do appreciate our suggestions which have been acquired after building **BOWSER EQUIPMENTS** for others. We all

like to lead, so if you can convince Mr. Garage Man, for instance, that this particular **BOWSER EQUIPMENT**—the Cut 102 Chief Sentry—is different from any other Filling Station in his vicinity—you have gone a long ways to sell him your idea.

None of us like duplicates—we want the **original**. Just these points to mind when you tackle that prospect over in Jonesville:—

Measure value by results.

Service.

The cost of doing without.

Extravagance of economy.

It pays to pay the right price first.

Your real motive for buying an Oil Storage Equipment.

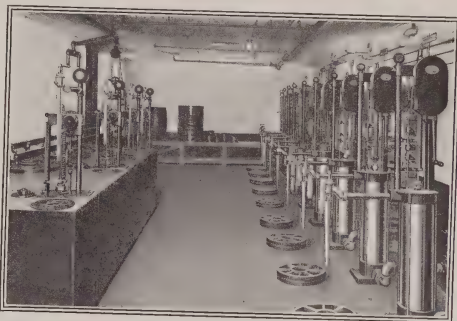
Your old equipment steals from five to one hundred dollars, or more, a year from you.

The results of making the old "Jigger" or Faucet tank do.

This **BOWSER EQUIPMENT** will pay you back in a short time, if you will advance its cost.

"BOWSER" sells for more—but pays back more than the difference.

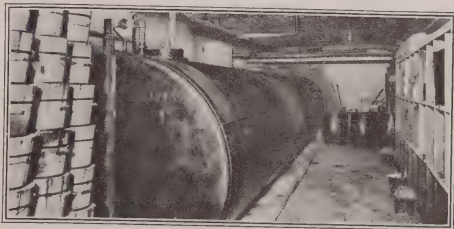
(Signed) **E. B. FRENCH.**



A fine view of our Cut 39's and Battery of Cut 109's for Paint Oil, as installed for Sears, Roebuck & Co., Dallas Texas.



Seven Bowser evaporation and leak-proof tanks as installed for Sears, Roebuck & Co.'s place of business, Dallas, Texas.



A 12,000 gallon Bowser evaporation and leak-proof tank for linseed oil as installed at Sears, Roebuck & Co.'s place of business, Dallas, Texas.



# Branch Office Standing

47th Week Ending November 27th, 1915

## Senior Offices

1. FORT WAYNE.....	E. J. Little, Mgr.
2. DALLAS .....	B. L. Prince, Acting Mgr.
3. FRISCO .....	D. S. Johnson, Mgr.
4. CHICAGO .....	T. D. Kingsley, Mgr.
5. ALBANY .....	W. M. Mann, Mgr.
6. TORONTO .....	W. R. Hance, Canadian Mgr.
7. HARRISBURG .....	R. S. Colwell, Mgr.
8. ST. LOUIS .....	G. H. Hastings Mgr.
9. ATLANTA .....	H. W. Brown, Mgr.

## Junior Offices

1. DENVER .....	C. C. Barnett, Mgr.
2. WASHINGTON .....	A. W. Dorsch, Mgr.
3. NEW YORK .....	H. C. Carpenter, Mgr.
4. LOUISVILLE .....	E. J. Gallmeyer, Mgr.
5. PHILADELPHIA .....	L. L. Walker, Mgr.

## Standing of Forty High Men, November 27, 1915

1. R. S. Johnson.....	Eng. Sales	14. A. G. Hartgen.....	Harrisburg	28. R. D. Leonard.....	Harrisburg
2. S. F. Taylor.....	Eng. Sales	15. N. A. Ring.....	Albany	29. T. C. Potts.....	Fort Wayne
3. W. V. Crandall.....	San Francisco	16. E. L. Milliron.....	Eng. Sales	30. C. J. Rogers.....	Chicago
4. R. G. Fisher.....	Denver	17. H. T. Purdy.....	Atlanta	31. W. M. Booker.....	Philadelphia
5. R. T. Lawrence.....	Chicago	18. A. E. Darling.....	Chicago	32. J. T. Gibbons.....	Washington
6. W. B. Stamford.....	Eng. Sales	19. F. W. Devereux.....	Albany	33. M. C. Benham.....	Chicago
7. W. A. Armstrong.....	Eng. Sales	20. G. W. Scott.....	New York	34. J. G. Roberts.....	Albany
8. G. H. Reuben.....	San Francisco	21. G. P. Stovall.....	Washington	35. J. F. Goran.....	St. Louis
9. C. R. Eggleston.....	Albany	22. J. J. Manning.....	Chicago	36. F. M. Kennedy.....	San Francisco
10. R. W. Jewel.....	Denver	23. N. Mattingly.....	Chicago	37. G. H. Schnabel.....	Chicago
11. C. C. Fredericks.....	St. Louis	24. E. J. Murphy.....	Toronto	38. J. O. McCracken.....	Fort Wayne
12. H. A. Vortigern.....	Philadelphia	25. S. A. Collins.....	Albany	39. W. A. Merrill.....	Fort Wayne
13. R. Coddington.....	Denver	26. W. H. Pritchett.....	Fort Wayne	40. H. O. Cuddle.....	Toronto
		27. J. J. Connelly.....	Eng. Sales		

## Five High Men (Not Pacemakers) by points in each District Nov. 26, 1915

(Districts Listed Alphabetically)

ALBANY	DALLAS	FORT WAYNE	NEW YORK	SAN FRANCISCO
1. G. W. Elliott	1. T. L. Smith	1. T. C. Potts	1. G. W. Scott	1. E. R. Bird
2. C. M. Carpenter	2. C. M. Sigler	2. J. L. Barth	2. W. H. Ladd	2. E. F. English
3. E. F. Sias	3. J. C. White	3. B. N. D. Milliron	3. H. Dalggaard	3. G. A. Merckal
4. S. Roberts	4. S. W. Scroggs	4. T. J. Spurgeon	4. F. H. Peeples	4. W. C. Smith
5. A. De Place	5. H. M. Tunstall	5. I. M. Camden	5. F. J. Libbey	5. F. Laughrey
ATLANTA	DENVER	HARRISBURG	PHILADELPHIA	TORONTO
1. R. W. Maxey	1. F. H. Kilver	1. J. M. Prigg	1. W. M. Booker	1. W. Hickingbottom
2. L. W. Crow	2. J. H. Wilson	2. K. F. Hessemueller	2. J. P. O'Neil	2. J. W. Jackson
3. G. Walker	3. C. I. Benford.	3. M. A. De Souza	3. W. J. McKeon	3. W. S. Cornell
4. J. S. Carrington	(Only three active salesmen not pacemakers in this district and they are "on the way.")	4. C. P. Law	4. F. Browne	4. W. N. Deming
5. L. P. Cox		5. W. B. Offerle	5. Lewis Conn	5. K. N. McIntosh
CHICAGO	ENG. SALES	LOUISVILLE	ST. LOUIS	WASHINGTON
1. S. S. Haw	1. W. A. Armstrong	1. Max Heintze	1. A. L. Casey	1. J. T. Gibbons
2. J. J. Behen	2. E. L. Milliron	2. D. Moore	2. J. F. Goran	2. D. W. Darden
3. P. M. Miller	3. J. J. Connelly	3. C. W. Willson	3. A. A. Lee	3. W. S. Stoner
4. L. F. Greer	4. H. F. Babbitt	4. W. V. Wheeler	4. W. C. Sutton	4. A. L. Corbin
5. G. E. Bowen	5. H. E. Dobson	5. J. B. McPherson	5. C. E. Cook	5. J. W. Lea



MR. AND MRS. H. U. EARLE AT SEVEN FALLS, SOUTH CHEYENNE CANYON, COLORADO SPRINGS, COLORADO

It is a pleasure to see how healthy Mrs. Earle is looking. Those of you who know Mrs. Earle will recall the fact that Mr. Earle took her home to Vermont some few years ago from Atlanta, in practically a dying condition due to extreme nervousness.

The mountain air and being home changed this condition and finally she accompanied Mr. Earle to the Denver District. She is now fully recovered and we are happy to reproduce the picture of the two of them taken just a short time ago.

## WE WONDER?

Chicago District made a record on Chicago Cup Day, October 27th, that they are very proud of. They secured about 135 points (Garage basis) worth of business on that day.

In spite of this excellent record the Editor is wondering if the Chicago boys have lost their "punch." It does seem that when a winning combination is gotten together in baseball and each member of the team has had a chance at the World Series' money, something cracks and the next year they do not possess the necessary steam to put them across in the usual forceful way. We are wondering is this going to prove the case with the Senior Cup Winners last year.



Manager A. W. Dorsch seated at his desk in the Washington District Office,  
206-207 Evans Building, Washington, D. C.

Once upon a time—oh, we're not going to say when—a little boy arrived at Logansport, Indiana. There wasn't any very great event in his life until he attended Business College after going through Public School. It was then noticed that he was continuing to grow taller, longer, and lankier. Someone gave him the nickname of "Daddy-Long-Legs," which has always stuck to him.

However, at the age of about twenty years he was known as Mr. A. W. Dorsch and under this handle accepted employment with the Northern Indiana Hospital as clerk in the store at that place. In less than two years he had become so efficient that he was promoted to the position of Storekeeper and Quartermaster. He filled this position at the hospital for eleven years, leaving it to go into business for himself at Logansport, Indiana.

After two years shifting for himself he sold his business and started on the road as a salesman for a Basket Factory. When he had cut his eye teeth as a road man he saw its possibilities, liked it, and determined to make it his life job. However, man proposes and Fate disposes—the Sales Manager of the Basket Factory for whom he was working, wanted to put him in a new territory, which went against the grain and "Gus" resigned to accept employment with the Missouri-Pacific and Iron Mountain Railroad, in their Offices at St. Louis, Mo. Several years of confinement injured his health to such an extent that he looked around for something on the outside that would be profitable.

He examined the Bowser line and after some correspondence, joined the Sales Organization, taking

territory in Michigan. Mr. Dorsch's health was in exceptionally bad shape. The day he left the train to start work he had a hard chill. He was under a fearful handicap, sick, with a family to look after, and new line to handle, but he got there just the same.

He began work with us in the Spring of 1906. From the start he was a consistent, persistent producer and at the end of two years he received the nickname of "One-order-a-day-Dorsch," and the name meant all that it implied. His work attracted the attention of the management to such an extent that he was taken off the territory and appointed as special man, taking charge of new salesmen. Our records show that Mr. Dorsch closed a nice business with each and every salesman he ever worked with, no matter what the territory or how hard the conditions.

In the Fall of 1913 he was assigned the duty of organizing the Washington District. How successful he has been is evidenced by the fact that last year his District was in second place in the Cup Race. This year, for a short time, he was in the lead and his District is still hopeful of winning the Cup from Denver. At any rate, the Washington District has secured considerably more than its quota this year and has something to crow about.

Mr. A. W. Dorsch has a high sense of honor, a thorough knowledge of the line, is conscientious to a degree, spells work with a capital "W," and has a host of friends in the organization.

E. H. Josselyn: "My wife kisses me every evening when I come home late."

M. J. Campbell: "Affection?"

E. H. Josselyn: "No. Investigation."

Bowersalesman: "Your wife seems to have a remarkable constitution."

Merchant: "She has; and you should see her by-laws, rules, and regulations."

## ANOTHER ENGINEERING SALESMAN WHO HAS MADE THE PACEMAKERS' CLUB FOR THE FIRST TIME

Mr. W. A. Armstrong, of the Engineering Sales, Was  
Elected a Member of the Pacemakers' Club on  
October 19 With a Total of 501  
Points to His Credit.

Pacemaker, October 19, 1915. Closed the year  
with — Points.

"Wally" Armstrong is that type of man who knows his weaknesses and makes a consistent effort to overcome them. The result is that every day he grows stronger.



Mr. W. A. Armstrong

"Wally" is a thorough student of our line. He isn't content to learn "parrot-like," our equipment, but he will, if needs be, put on a pair of overalls and get down to the bottom of things. He is probably one of the best posted salesmen on our Oil Filtering and Circulating Systems and our Self-Registering Pipe Line Measures, among our Engineering Salesmen. He backs this mechanical knowledge with an ability to present it in such understandable language that a purchasing agent can grasp the underlying principle and readily see wherein quality counts.

"Wally" seldom, if ever, loses his temper, but if the needs require he can hand a man all that is coming to him when he reflects on Bowser Equipment. The secret of "Wally's" success is his winning way. He has a host of friends in Detroit and these friends are among the most solid business men of that city.

It isn't always a question with "Wally" as to how much he will earn, but how much will he learn, and consequently he is a good listener when the occasion requires, and having a receptive and retaining mind, stores up the knowledge he has secured where it is available for instant use when the opportunity offers.

"Wally" is one of those lovable characters who is brimful of enthusiasm, radiates good nature and good cheer wherever he goes. He can meet the worst rebuff with a smile and no matter how hard it hurts, come back with a pleasant answer. We look to see "Wally" not only equal his brother, but excel him in sales work, and we will be much disappointed if such is not the case a year from now.

"Wally," it is a distinct pleasure to welcome you into the Pacemakers' Club. You have a host of friends in the organization who are more than glad to see you there.

### WHY HE BOUGHT A SYPHON

A novel experience by a Bowser salesman in calling on his trade happened to the Washington District salesman who, called on a merchant at Shenandoah Junction, Va.

It appears that the merchant in transferring his gasoline from the barrel to the tank, used an ordinary piece of hose, and in order to get the gravity flow started, sucked on one end of the hose and in doing so he got a mouthful of gasoline, which is not the most pleasant thing to taste.

It was getting dusk at this time and the merchant had a lantern about ten feet away from the barrel, but in spitting out the gasoline he spat on the lantern with the result that the fumes ignited and the merchant is now in the hospital suffering from a burned throat and mouth, which for a while pained him very severely.

This man has bought a siphon.

## CHIEF "HIGH BROW'S" DELEGATION WOULDN'T BE COMPLETE WITHOUT ITS OLD WARRIOR FROM CLEVELAND BEING WITH THEM

Mr. T. C. Potts, of the Fort Wayne District, Was  
Elected a Member of the Pacemakers' Club on  
November 15th, With a Total of 532  
Points to His Credit.

Pacemaker, November 1, 1912. Closed the year  
with 530 Points.

Director, August 22, 1913. Closed the year with  
605 Points.

Director, August 24, 1914. Closed the year with  
669 Points.

Pacemaker, November 15, 1915. Closed the year  
with — Points.

"T. Cadwallader" Potts, the Sir Izaak Walton of the Bowser Sales



Mr. T. C. Potts

Organization, is so well known among the old men of the force that it is a difficult matter for the Editor to say anything about him for fear of repetition. To the new men of the organization, however, we will endeavor to make a few remarks indicative of this mighty fisherman's prowess as a Bowser salesman in Cleveland, Ohio. After the Convention they will know for themselves.

If the Editor was asked right off the reel, to state just what made Mr. Potts the star salesman that he is, he would say persistency. He is the most persistent man we have ever known when he scents an order. He combines with this persistency a smoothness that rounds off all rough corners. In addition to that he is really a mighty good fellow. He has a host of business friends and he makes it a point to keep that friendship alive.

He possesses a keen insight into the mechanical features of the line but seldom uses this knowledge in his sales work. However, when necessary, he knows what he's talking about. We doubt if there's a question a prospect can ask him about the line that he cannot answer. If you will note the pin that he wears you will see that it is in the shape of a question mark and he invites questioning from his prospects.

When in pursuit of an order he employs the same tactics he does when in pursuit of a game trout. He is oblivious to his surroundings and becomes absolutely self-centered upon the problem at hand. His enemies say that this is selfishness on his part, but we are inclined to believe it is the intense desire to secure the results that cause this outward manifestation.

The Convention would hardly have been a Bowser Pacemaker Convention without "T. C." being present. Now that he is safely under cover we are certainly pleased to extend more than a cordial welcome on his entrance.

Here's hoping, "T. C.," that you will repeat next year and secure the premier honors in your District.

Salesman C. M. Sigler, a few days ago, took a Kerosene order from a prospect at Atoka, Oklahoma, while the prospect was shingling his roof. Mr. Sigler talked Bowser business while the prospect shingled. This is persistency with a capital "P."

\* \* \*

Salesman C. B. Sunderland, who worked under the late O. O. Koogle, of the Fort Wayne District, as a sub, has taken up work as a senior salesman. We wish him well.



# The Bowser Boomer

PUBLISHED SEMI-MONTHLY BY  
S. F. BOWSER & CO., Inc.

Edited by GEO. A. TOWNSEND

DEVOTED TO THE INTERESTS OF THE COMPANY AND  
ITS SALESMEN

Vol. XII DECEMBER 15, 1915 No. 15

## SATURDAY BUSINESS

Just for curiosity Mr. E. W. Lewis, of the Card Department, took the Daily Report Slips for four Saturdays in succession, and tabulated the amount of business that was done on those days. The results of this tabulation he handed the Editor as he thought it might be worth while while noting for the benefit of the entire Sales Organization. We agree with him thoroughly and, therefore, present the facts.

Now, in order to have you estimate the amount of business properly, we wish to advise that each point of business is counted on the Store basis. The Editor has no means of separating the various classifications and therefore hit upon this expedient so as to give the correct amount in each instance.

Just look at these figures and see the amount of business that the various Offices do on Saturdays. Some of these Offices have written enough business on a Saturday, which if added together throughout the year, would possibly make one or two Pace-makers.

Branch Office	Satur- day Oct. 23	Satur- day Oct. 30	Satur- day Nov. 6	Satur- day Nov. 13	Total
Albany .....	5	37	18	3	63
Atlanta .....	29	18	37	12	96
Chicago .....	29	41	22	..	92
Dallas .....	37	22	19	33	111
Denver .....	50	79	..	8	137
Ft. Wayne .....	84	53	25	36	198
Harrisburg .....	23	31	20	53	127
Louisville .....	14	22	..	..	36
New York .....	12	..	18	..	30
Philadelphia .....	14	..	3	1	18
St. Louis .....	34	76	30	15	155
Washington .....	7	30	..	..	37
Total .....	338	409	192	161	1,100

## A HINT TO THE WISE

In a recent Chicago paper there was quite an article headed, "Women to Boost Spotless Stores." The idea was that the North End Woman's Club was going to visit every food store in a certain prescribed district and record their observations of cleanliness and sanitation.

This improvement is bound to spread and one of the items that they consider very strongly is the method of handling kerosene oil.

## THE "OLD MAN" AND HARRY AT DENVER

The Denver Office experienced the pleasure of a visit from the "Old Man" and his son, Harry, while on their way West. It was quite an event to the Denver bunch.

In honor of his coming they made the day of his arrival The Banner Day of the District as far as volume of business was concerned.

One and all, from the salesmen who were present, and the office girls down to the office boy, appreciated their visit. The girls, especially, liked the candy. They all hoped that they would come again and stay longer on their return trip.

\* \* \*

S. M. Chilton: "I've got you down for a couple of tickets. We are getting up a raffle for a poor man of our neighborhood."

G. F. Stovall: "Not for me, thank you, I wouldn't know what to do with a poor man if I won him."

## THE PENALTY OF LEADERSHIP

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In every field of human endeavor, he that is first must perpetually live in the white light of publicity. ¶Whether the leadership be vested in a man or in a manufactured product, emulation and envy are ever at work. ¶In art, in literature, in music, in industry, the reward and the punishment are always the same. ¶The reward is widespread recognition; the punishment, fierce denial and detraction. ¶When a man's work becomes a standard for the whole world, it also becomes a target for the shafts of the envious few. ¶If his work be merely mediocre, he will be left severely alone—if he achieve a masterpiece, it will set a million tongues a wagging. ¶Jealousy does not protrude its forked tongue at the artist who produces a commonplace painting. ¶Whatever you write, or paint, or play, or sing, or build, no one will strive to surpass or to slander you, unless your work be stamped with the seal of genius. ¶Long, long, after a great work, or a good work has been done, those who are disappointed or envious, continue to cry out that it can not be done. ¶Spiteful little voices in the domain of art were raised against our own Whistler as a mountebank, long after the big world had acclaimed him its greatest artistic genius. ¶Multitudes flocked to Bayreuth to worship at the musical shrine of Wagner, while the little group of those whom he had dethroned and displaced, argued angrily that he was no musician at all. ¶The little world continued to protest that Fulton could never build a steamboat, while the big world flocked to the river banks to see his boat steam by. ¶The leader is assailed because he is a leader, and the effort to equal him is merely added proof of that leadership. ¶Failing to equal or to excel, the follower seeks to depreciate and to destroy—but only confirms once more the superiority of that which he strives to supplant. ¶There is nothing new in this. ¶It is as old as the world and as old as the human passions—envy, fear, greed, ambition, and the desire to surpass. ¶And it all avails nothing. ¶If the leader truly leads, he remains—the leader. ¶Master-poet, master-painter, master-workman, each in his turn is assailed, and each holds his laurels through the ages. ¶That which is good or great makes itself known, no matter how loud the clamor or denial. ¶That which deserves to live—lives.

## 15 YEARS' SERVICE RECOMMENDS ANOTHER PURCHASE TO THE USER

GABRIEL DZIADIK  
Private Banker—Foreign Law Office—Notary Public

November 16, 1915.

S. F. Bowser & Company,  
Boston, Mass.

Gentlemen:—  
I purchased a kerosene tank from you people about fifteen years ago and as I have had it so long I am pleased to say that I am satisfied and as I have your address I would like to know whether you people handle underground tanks. An early reply would be appreciated.

Yours truly

(Signed) GABRIEL DZIADIK.

GD/MD

\* \* \*

J. T. Gibbons was walking along the street, and he saw a house on fire. He rushed across the way and rang the bell. After some time a lady, who proved to be slightly deaf, appeared at the door.

"Madam, your house is on fire."

"What did you say?"

"Gibbons began dancing up and down. He pointed above. "I said your house is afire. Flames bursting out! No time to lose!"

"What did you say?"

"House afire! Quick!"

The lady smiled. "Is that all?" she said sweetly. "Well," replied Gibbons hopelessly, "that's all I can think of just now."

## THE LATEST EDITION TO THE "CHIEF HIGH BROW'S" DELEGATION IS ANOTHER NEW MAN IN THE ORGANIZATION

**Mr. J. L. Barth, of the Fort Wayne District, Was Elected a Member of the Pacemakers' Club on November 17th, With a Total of 504 Points to His Credit.**

**Pacemaker, November 17, 1915. Closed the year with — Points.**

Evidently Mr. J. L. Barth contracted the habit of making things stick when he ran a wallpaper store in Lima, Ohio. At any rate, after he came with our sales organization in November, 1914, he put so much glue on his arguments that his prospects never could get away from him, and the result was that he began steadily climbing upward until he broke into the Pacemaker Club as above announced.



Mr. J. L. Barth

Although short of stature, Mr. Barth isn't afraid of the tallest prospect in his territory, and the harder the nut the more he strives to get his signature on the dotted line. He is very enthusiastic and optimistic. He is a hard student of the line and will undoubtedly make the Club next year.

He has won his spurs in a territory that heretofore has not produced a Pacemaker and it shows the thoroughness of his work. No wonder Mr. Barth is a smooth salesman and one that the organization is proud to have with us. We find, upon further investigation, that he has sold molding and also oil. Selling both of these articles has smoothed the way and given him the necessary experience to handle our line successfully.

Mr. Barth was born and raised in Ohio, married, and has four children. He is very fond of his family, and gets much inspiration for his work from the home circle.

We congratulate you, Mr. Barth, on your entrance into the Club this year and are looking for you to make a record next year.

## THE SAN FRANCISCO DELEGATION CAN FLY HIGH NOW THAT THEY HAVE ADDED A BIRD TO IT

**Mr. E. R. Bird, of the San Francisco District, Was Elected a Member of the Pacemakers' Club on November 16th, With a Total of 509 Points to His Credit.**

**Pacemaker, November 23, 1912. Closed the year with 540 Points.**

**Pacemaker, November 16, 1915. Closed the year with — Points.**

Mr. E. R. Bird is of English birth and he lived long enough on his native heath to absorb some of its best traditions. He was thirteen years old when he came to this country, and was, even at that age, a sturdy British youth who was bound to make his mark in the "good old U. S. A."



Mr. E. R. Bird

Mr. Bird is a very high type of a business man, retaining many of his early English characteristics that make for commercial success. He first came with our Sales Organization October 30th, 1906. He was a consistent and persistent producer, but on April 21st, 1907, he tried another line. He found, however, that he was better adapted for selling Bowser Equipment as he thoroughly believed in it, and he rejoined our organization on

August 1st, 1907. He has been with us ever since. He has practically had the same territory, Spokane, Washington, and vicinity, and has a great many business friends in it.

Mr. Bird is what we call one of the old warriors. He is a hard worker, always on the job, covers his territory thoroughly, and is exceptionally strong with the trade.

Congratulations, Mr. Bird, on your entrance into the Club this year and here's hoping you will be a Pacemaker next year.

## THE "CELLARITES" GET INTO THE LIMELIGHT BY ADDING ANOTHER MEMBER TO THEIR GROWING DELEGATION

**Mr. L. W. Crow, of the Atlanta District, Was Elected a Member of the Pacemakers' Club on October 31st, With a Total of 502 Points to His Credit.**

**Pacemaker, December 19, 1914. Closed the year with 512 Points.**

**Pacemaker, October 31, 1915. Closed the year with — Points.**

Bronzed to a nicety from beating it up and down the East Coast of Florida, L. W. Crow doesn't belie his name. "L. W.'s" territory is about 400 miles long and we'll say, about three miles wide.



Mr. L. W. Crow

Most of it is covered by hot sand—hot, yes, even in winter, and much hotter in the summer. Just how hot it gets in summer we cannot record as the mercury boils out the top of the thermometer when you try to make any record of that kind.

"L. W." is a very particular person. He is peculiarly fussy about the manner in which he covers his territory. He used to work sometimes by train, sometimes driving, and more often by foot. However, this didn't seem to be in keeping with the progress a Crow should make, so he bought him a little "Henry" and he keeps it in "high" most of the time between points. The result of this investment seems to be that he is a Pacemaker this year much earlier than heretofore.

We are of the opinion that "L. W." has sold more Bowser Equipments, in dollars and cents, in Dade County Florida, per capita, last year and this, than any other salesman in any other territory in the United States has been able to do in his. When a fellow sells over 400 points (Store basis) of business in a county having about 12,000 population, he's going some. The Atlanta Organization may well be proud of their Crow—in fact, they C-R-O-W about him.

We congratulate you, "L. W.," on your second admittance into the Club and may you be a three time repeater next year.

Salesman J. A. Loughbridge, who began work in the Dallas District on August 23rd, won third place in the Dallas Determined Dozen for October. His business amounted to over 35 points. He's keen after "F. C. W. O."

Salesman S. C. Johnston, working the cotton belt in Arkansas, sent in twelve nice orders recently.

Salesman C. W. Wilson, of the Louisville District, has a most enviable record. Every since entering our employ early in the year, he has weekly been numbered among the Five Big Men of the Louisville District. He travels in a territory, eight counties of which have not a foot of railway in them. He sells more Kerosene Equipment than any other man in the Louisville District.

## WHAT THE WASHINGTON DELEGATION LACKS IN QUANTITY THEY ARE GOING TO MAKE UP IN STYLE AND GOOD LOOKS

**Mr. J. T. Gibbons, of the Washington District, Was Elected a Member of the Pacemakers' Club on November 15th, With a Total of 500 Points to His Credit.**

**Pacemaker, November 15, 1915. Closed the year with — Points.**

Allow us to introduce to you the "Beau Broummel" of the Washington District, Mr. J. T. Gibbons. He's the kind of a boy that the girls whisper about when he enters an Office, but with all his good looks and style he is a thorough gentleman of a most pleasing manner, and "some salesman."



Mr. J. T. Gibbons

He is a very smooth talker and a Chesterfield in politeness. Back of all this is a good knowledge of the line, a determination to succeed, and a bull-dog tenacity to hang on. In other words, "J. T." is a thoroughbred and a worthy representative of the Bowser line.

Mr. Gibbons may be content with what he does every day, but he's never satisfied with the result. There's a great deal of difference between being contented and satisfied. All during the last year he closed business every month well over his quota. Mr. Gibbons is just suited for the territory in which he travels and has a host of friends and business acquaintances in it.

We are glad to welcome you into the Club. For the benefit of the young ladies in the organization we will state that Mr. Gibbons is married and will probably bring Mrs. Gibbons with him to the Convention.

## ANOTHER ONE OF THESE EXCESSIVELY "HIGH BROWED" SALESMEN JOINS THE CHIEF "HIGH BROW'S" DELEGATION

**Mr. B. N. D. Milliron, of the Fort Wayne District, Was Elected a Member of the Pacemakers' Club on November 22nd, With a Total of 563 Points to His Credit.**

**Pacemaker, November 22, 1915. Closed the year with — Points.**

We told a story on Manager E. J. Little some time back, in reference to an ostrich who refused to act on account of him sitting in the audience and the ostrich thinking his head was one of its eggs. If "B. N. D." had been alongside of "E. J." there certainly would have been a catastrophe, because we are inclined to think that "E. J." has a hair the best of "B. N. D."



Mr. B. N. D. Milliron

However, hair or no hair, "B. N. D." is "some salesman." How he lost it no one knows because he isn't married and hasn't that excuse, while "E. J." has. We are of the private opinion that he lost it chasing after orders. He moves considerably fast, and going from prospect to prospect, the wind just naturally took off what was on the top of his head. These statements are pretty "bald," however, so we'd better stop and get down to bed rock.

If there is one thing more than another that makes "B. N. D." a successful salesman, it is his ability to work, backed by a knowledge of the line, a genial disposition, a ready wit, and, oh, a lot of things that a good, clean, Bowser salesman must possess in order to get the business.

What "B. N. D." lacks in stature he makes up in oratory. Gee, but you just ought to hear him soar when he gets started, and he doesn't make anyone sore either. And he's got a voice that carries, too, and when he turns his full vocal battery on a prospect there's nothing else to do but put his name on the dotted line—and there's where most of them go.

Congratulations, "B. N. D." on your admittance into the Club. You proudly stood among a number of others not long ago, stating that you would be at the Convention, when it looked as if the handicap was too much to make it. However, we are glad to extend our hand to you in welcome, knowing that you have redeemed your pledge.

## HERE'S A HILL CLIMBER FROM PENNSYLVANIA WHO ADDS ONE TO THE HARRISBURG DELEGATION

**Mr. J. M. Prigg, of the Harrisburg District, Was Elected a Member of the Pacemakers' Club on November 17th, With a Total of 502 Points to His Credit.**

**Pacemaker, September 11, 1914. Closed the year with 606 Points.**

**Pacemaker, November 17, 1915. Closed the year with — Points.**

If it wasn't for the positive knowledge that Mr. Prigg hailed from Pennsylvania, we would almost swear that he was born in Missouri. He certainly has all the ear marks of the "show-me" type of man, who was born and bred in that state between Iowa and Kansas. When you do show him, however, in his seeking for more knowledge about the line, he is there with a vengeance. And that reminds us of his most wonderful characteristic. He is a worker—a hard worker, and what makes it wonderful is that he doesn't have to do it, but he likes hard work for the work's sake.



Mr. J. M. Prigg

Country territory is to his liking. He works it with a fine tooth comb. If there is a nook or cranny in his entire territory that he doesn't know about, you may safely bank on it not being there.

Mr. Prigg does not believe in pushing a man for an order. He simply talks to him in an easy-going, interesting way, and keeps on talking until the customer sees his point of view and says, "I'll take the outfit."

He has the knack of making friends and as a result he is one of the best customers Uncle Sam's Post Office, in his own town, possesses. Most of these letters are from friends, telling him where he can sell a tank. Beyond a doubt Mr. Prigg has more prospects given him than any other half a dozen men in the Sales Organization.

"Little Joe," as he is called by his many friends, previously sold real estate and National Cash Registers. Later he sold hardware until he took up our line. He is some salesman and we congratulate him on his second admittance into the Club. May you be a three-time repeater next year.

This is what appeared on a Daily Report of an otherwise successful Bowser salesman. We believe the lesson is obvious:

"This order was written and he was anxious for it. Just about the time I was putting the finishing touches on it his 'phone rang. The **Bank** he was one of the largest stockholders in **suspended** business."

"I could have gotten this order the week previous, so here is the lesson. **Do it NOW.**"

"By this arrangement, I am out for the present this nice order."



## HERE'S ANOTHER LIVE WIRE ADDED TO CHIEF "HIGH BROW'S" GROWING DELEGATION

Mr. T. J. Spurgeon, of the Fort Wayne District, Was Elected a Member of the Pacemakers' Club on November 23rd, With a Total of 516 Points to His Credit.

Pacemaker, December 20, 1913. Closed the year with 513 Points.  
Pacemaker, December 9, 1914. Closed the year with 520 Points.  
Pacemaker, November 23, 1915. Closed the year with — Points.

When Mr. Spurgeon came with our Sales Organization, May 27th, 1912, he was very young in both years and sales experience. He had the grit and determination to stick and slowly developed into a winner. It took him a year to find himself, but when he did, he came with a rush. The Editor remembers the Garrison finish the latter part of the season of 1913. It was certainly a "hammer-and-tongs" campaign, but he crossed the line a winner, December 20th.



Mr. T. J. Spurgeon

When he started with us he began work in the central part of Indiana. About the middle of 1913 he was transferred to the northern section, covering Michigan City, South Bend, Goshen and Elkhart. He has been there ever since.

"T. J." has a fine strip of the Lincoln Highway running right through the heart of his territory. He wasn't slow to take advantage of this and probably is today the premier salesman on "Lincoln Highway" Pumps. Although we have no way of confirming this statement, we are of the opinion that he has sold more "Lincoln Highway" Pumps in his territory than any other one man in the organization.

"T. J." in some respects is a very quiet, unassuming fellow. His confidence in the line, however, begets confidence in the prospect, and this undoubtedly is the secret of his success. It doesn't matter whether he's selling a "Chief Sentry" or a Cut 63—he first makes a business friend of his prospect and then sells him what he **needs** rather than what he thinks he wants.

Once more we have the pleasure of welcoming you into the Club and we hope that you will be a four-time winner next year.

## UNLESS ALL SIGNS FAIL, THE ENGINEERING SALES WILL HAVE TWO-THIRDS OF THEIR ORGANIZATION IN THE CLUB

Mr. S. F. Taylor of the Engineering Sales, Was Elected a Member of the Pacemakers' Club on August 31st, With a Total of 557 Points to His Credit.

Pacemaker, December 17, 1912. Closed the year with 515 Points.  
Pacemaker, August 31st, 1915. Closed the year with — Points.

Well, well, well, just see who's here now. Not since the Convention of 1912 have we had the pleasure of greeting our old friend, Mr. S. F. Taylor, of the Engineering Sales. It's good for sore eyes to see you once more up among the top-notchers where you belong.



Mr. S. F. Taylor

Just why "S. F." has not been in the Club the last two years is a question that he alone can answer. You'd better not ask him because, like Francis Wilson as one of the thieves in "Ermanie," he can prove an "h'alibi."

When younger, Mr. Taylor must have kissed the Barney Stone because he surely has the "gift of

gab." In this connection, however, his talk is always tempered with knowledge and when he faces a prospect he has the tact, ability and enthusiasm to convert the apathy of his indifference into a feeling that he needs the equipment.

It isn't the easiest thing in the world to go in to the Purchasing Agent of a large corporation, win his confidence, and sell him. Nor is it as easy as it looks to get to the right party in a big factory. However, Mr. Taylor has that ability and exercises it, and that in the New England States that are noted for their almost impenetrable shell of unapproachableness.

You are to be congratulated, "S. F.," on your repetition in getting into the Club. We hope to have the sincere pleasure of having a good, long visit with you at the coming Convention.



## SALESMAN CHARLES J. ROGERS, OF THE CHICAGO DISTRICT, DRESSED UP "FIT TO KILL"

The above likeness was taken at Sioux City during a Shriners' Meeting, November 19th. Mr. Rogers is a prominent Shriner and when he reached Sioux City he was pressed into service. The next day the papers commented on his appearance and ran a picture of him dressed in costume.

Some nurse, Charles, some nurse.



Exterior view of C. F. Lene's Filling Station at President Ave. and Park Road, N. W., Washington, D. C. Our Mr. Gibbons is seen in the doorway beside the young lady who has charge of this station.



## A BRIEF GLIMPSE OF S. J. REDFORD'S TERRITORY

At the store at Winder, Utah, Mr. Redford sold a Coal Oil Outfit.

Puzzle: Find a home.

The pine tree tied to the back of the automobile acts as an extra brake.

Just because the grade on the road to Escalante was too steep, Mr. Redford had to walk twelve miles and the Bishop pulled the auto in. Two days lost and an extra \$20.00 was part of the game.

Are we downhearted? No!!

## TAKING A CHANCE

LINDEN HOTEL  
Salt Lake City, Utah

November 10th, 1915.

Dear Mr. Townsend:—

The way of "least resistance," "floating with the tide," "weeping on the main-line," and similar expressions which really mean lazy methods, have this bad feature—they weaken the will to "face opposition," to "swim against the tide," to "hit the trail."

I believe that when the record is made known, the boys who have gained most points working the "jungles." Of this I am certain—that those who went out were stronger for the effort.

There is a wondrous joy and satisfaction in seeing the pleased look on the Country Dealer's face when he meets you, for he knows you must have something good to sell to come under such difficulties.

The harvest will surely ripen for those who sow in the open, hard territory—work on—work all the time.

Yours very truly,

(Signed) S. J. REDFORD.

## AN INVOLUNTARY SWIM IN CHESAPEAKE BAY —MR. SORENSEN'S EXPERIENCE ON THE ILL-FATED STEAMER TIVOLI

COMMERCIAL HOTEL  
One Block From New Station  
E. W. MIMS, Proprietor  
Christfield, Md.

November 30th, 1915.

Mr. A. W. Dorsch,

Washington, D. C.

My dear Mr. Dorsch:

You will no doubt think that I am pretty near lost, but not so, thank God, except a broken finger on my left hand, right hand pretty badly burned, but otherwise in pretty good shape.

I might as well begin at the beginning. I left Christfield Wednesday evening for Baltimore anticipating spending Thanksgiving with my wife there. Arriving O. K., spent Thanksgiving day with her, after which I thought of going to Dover and seeing the people there. The reason I went to Baltimore is that Mr. \_\_\_\_\_ and Mr. \_\_\_\_\_ of \_\_\_\_\_, of Baltimore are negotiating to put up a large storage plant for oil and kerosene and gasoline for retail trade in \_\_\_\_\_. I saw them Friday and would like if you would drop them a letter in regard to the Bowser systems. I fully believe that they will install them. They want about 16,000

gallons with some arrangement for the retail trade. I am going to see them and work them here at \_\_\_\_\_.

That settled my work in Baltimore and I took the boat Friday night for Christfield, not having sufficient funds to carry me to Dover and then to Christfield. Left Friday, November 26, on board the ill-fated steamer Tivoli. About 8:30 I went to bed. I was awakened immediately after 8:40 with cries from the other passengers that the boat was afire, which I found to be correct.

I hurriedly got on a suit of underwear and my clothing and hurried on deck. There to my amazement I found the life-boats drawing rapidly away from the burning vessel. The passengers that were left, myself included, yelled to them to come back and take us off. Which they absolutely ignored. I finally decided my only course was to jump overboard which I did and was finally rescued by the life boat of the City of Annapolis which picked me up, having been in the water for about two hours.

I lost everything aboard the steamer including price lists and calling lists of \_\_\_\_\_ County, book of cuts, in fact everything except the clothes I had on. I was then carried by the steamer City of Annapolis to West Point, Va., where I had to borrow money to get shoes and other necessities to even appear in public.

At 5:30 Saturday afternoon we left for Baltimore, arriving there about 8 o'clock Sunday morning. I had no funds to wire or phone with or I should have called you. I received a little money from the steamboat company for which I am thankful. I never would have reached Christfield otherwise. A check awaited me here. I am pretty sore bodily from exposure and injuries, but will be on foot tomorrow and ready for work.

Kindly send me price lists, another calling list of \_\_\_\_\_ County, cuts, some stationery and other paraphernalia I need. There is a good opening for some pretty good work here and I feel encouraged. I am still at the Colonial Hotel, having borrowed a typewriter here at the Commercial as I did not feel able to write myself.

Hoping to receive cuts, etc., at an early date, I am,

Yours very truly,

(Signed) A. C. SORENSEN.



A representative "Chief Sentry" installation in the Capitol of our country, made for C. E. Laughry, 70 E. Market St., N. W., Washington, D. C.





#### KNOCKER VS. BOOSTER

Someone has said that when the Creator had made all the good things there still remained some work to do; so He made beasts and reptiles and poisonous insects, and when He had finished there were some scraps left so He put all these together, covered it with suspicion, wrapped it with jealousy, marked it with a yellow streak and called it a KNOCKER.

This product was so fearful to contemplate that He had to make something to counteract it so He took a sunbeam, put in it the heart of a child, the brain of a man, wrapped these in civic pride, covered it with brotherly love, gave it a mask of velvet and a grasp of steel and called it a BOOSTER; made him a lover of fields and manly sports, a believer in equality and justice, and ever since these two were, mortal man has had the privilege of choosing his own associates.

The above is a reproduction of an 80-ft. sign on the side of Henry J. Perkins Company's pace of business. Springfield, Mass. This is one of the best appointed Fruit and Produce Commission Houses in New England. We thought it might be of interest to you inasmuch as they have seen fit to exploit it to that extent.

Mr. Arthur H. Dorsch, son of "A. W.," has again taken up work in the Washington District, having been assigned to Maryland territory.

Mr. Dorsch took up the line last February but discontinued for some time and has finally decided that he can make more money selling Bowser equipment so he is back and we are glad of it, to say the least.

#### Washington Bunch Fine-T



Exterior view of the Whitehall Building, New York City, N. Y. The Engine Room of this building has installed our 2F3 Oil Filtering and Circulating System.

H. J. Fite's Summary of Daily Reports, November 20th, shows one call, one sale, amounting to practically ten points of business.

Under "Remarks," Mr. Fite has stated that this firm was seventeen miles from a railroad. This demonstrates once more the value in working inland territories.





NO. 16 OF THE CHICAGO DELEGATION IS ANOTHER MEMBER OF THE "OLD GUARD" WHO CAN BE DEPENDED UPON AS A PRODUCER

Mr. S. S. Haw, of the Chicago District, Was Elected a Member of the Pacemakers' Club on November 27th, With a Total of 501 Points to His Credit.

Pacemaker, November 27, 1915. Closed the year with — Points.

Co-operation in any undertaking counts. Especially is this true when a man's wife co-operates with him in making for success in a business undertaking. Mrs. Haw is as much interested in Mr. Haw's sales work as he is himself, and it is this whole-hearted co-operation that makes Mr. Haw a persistent and steady producer.



Mr. S. S. Haw

This is the first time Mr. Haw has made the Club, but that doesn't signify anything regarding the excellent work he has done in his territory. Last year for example, he closed with 382 points to his credit. You can see by this that he is on the job all the time. His success is due to his hard and conscientious work. This is his third year with us and we trust that next year will find in the Club earlier in the season.

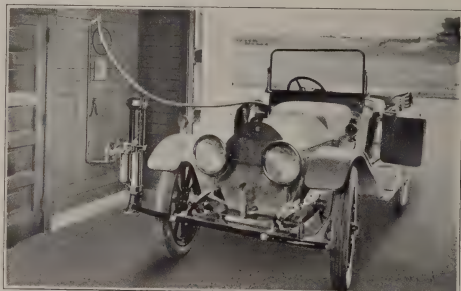
Before he came with us he was a Commission Merchant, with a strong leaning toward sales work. Our line just appealed to him and so he took it on.

We congratulate you, Mr. Haw, on your admittance into the Club this year. May you and Mrs. Haw be present with us at the coming Convention.

Salesman C. I. Benford, of the Denver District, has established a reputation for being a "sticker." Recently his "stick-to-it-iveness" secured a nice order for a 4-barrel, 14 gauge, Cut 241, "F. C. W. O." This is "going some," Mr. Benford, and we hope you will continue the pace.



Exterior view of Mr. R. A. Long's private garage at Longview Farm, Kansas City, Mo. This garage is completely Bowserized.



One of the stalls in the Longview Garage, Longview Farm, Kansas City, Mo. Note the Cut 41 Long Distance Bowser System with all accessories installed in the corner.

Salesman C. C. Claggett, of the Washington District, has lately been concentrating on Dry Cleaning Equipment. On November 8th he sent in one nice order and on the 17th repeated. Both of these orders were secured "F. C. W. O." This is going some.

Mr. R. G. Shulze, Manager of the Export Department, and Mr. H. L. Woodward, the well known lubricating oil expert, had a laughable experience coming from New York recently.

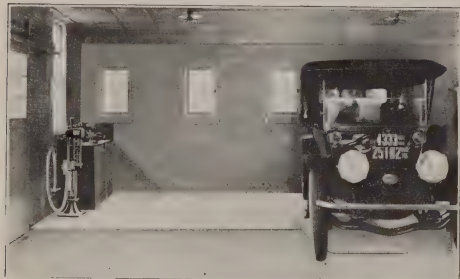
The two of them sat in the smoker until a late hour, talking over things of mutual interest. They both retired with the understanding that they would continue their talk in the morning at the breakfast table. Mr. Woodward was on his way to St. Louis, while Mr. Shulze was on his way home. At Columbus, Mr. Woodward's sleeper was switched to the St. Louis train, while Mr. Shulze's sleeper was switched to the Cincinnati train.

When each one of them got up the next morning and began to look for the other they had some trouble in getting next to what had occurred. It was very much of a disappointment to both and they wrote each other explaining the circumstances. These letters crossed.

This experience is very much like the one O'Shaughnessey had in traveling from New York to San Francisco. In Pittsburgh he happened to look out and saw an old friend of his in another car. He piled out and went over to see him and they had a drop or two together.

The train started but they continued to chat. Finally O'Shaughnessey said:

"Pat, me boy, this sure is a wonderful country. Here ye are on your way to New York and I'm on my way to San Francisco, and we're both on the same train."



Interior View of Brig. Gen. Johnston's Garage, Washington, D. C. Note our Cut 41 Pump to the left.

"First Saturday we ever worked in our lives—and three 'Red Sentries.' Who would have believed it?"

(Signed) WEEGO AND MATTINGLY.

Editor's Note: The above was taken from these two salesmen's report of November 27th, showing a nice 21-point day's business.

Mr. J. P. Michie called on an old employer recently, and after getting into this man's office, Mr. Michie said:

"You probably don't remember me, but twenty years ago, when I was a poor messenger boy, you gave me a message to carry—"

"Yes, yes?" cried his old employer, "where's the answer?"





Exterior view of the Union Garage, Washington, D. C.  
Said to be the finest garage south of New York  
—it is completely Bowslerized.



Interior view of the Union Garage, Washington, D. C., showing a "Red Chief" Cut 101 for gasoline in the center, and five Cut 125's for lubricating oil. This is a remarkably fine installation in a fine garage.

S. M. Chilton was asked why he didn't have a speedometer on his car.

"I don't need any speedometer on my car," Chilton remarked. "I can easily tell my speed."

"Well, how do you do it then?" asked A. S. Leslie.

"Well, when I go ten miles an hour my lamps rattle, when I go fifteen miles an hour my fender rattles, and when I go twenty miles an hour my bones rattle!"

\* \* \*

Josselyn: "Say, A. W. D., what was the most amusing incident that happened to you when you worked the sticks?"

A. W. Dorsch: "Well, I cannot forget the incident that makes me laugh every time I think of it."

Josselyn: "Whell, what was it?"

"Well," said Dorsch, "when I was out in a small rural district we happened to pass an Irishman who was having some trouble with a mule he was driving, and the mule was doing a lot of kicking, and in some way got his hoof caught in one of the stirrups, when in the excitement the Irishman remarked, 'Well, begorrah, if you're goin' to get on, I'm goin' to get off!'"



#### SALES EXPERIENCES BY MEN WHO KNOW

"As I was climbing into my buggy years ago with an order in my pocket for a Premier Cut 301, signed by the storekeeper, Mr. Davis, I felt a tug at my coat. Looking around I saw a very old gentleman who spoke as follows:

"Mister, I want a word with ye. I was in the store when you sold Mr. Davis that oil-tight tank. Did I understand you right when you said, no more oil soaked goods?"

"I assured the old gentleman that he had the correct understanding.

"He replied: 'Well, then, come on back in the store with me.'

"I followed meekly, trying to figure out what it was all about. We both faced Mr. Davis and I said to him: 'Mr. Davis, this gentleman has asked me a question and I have answered him along the line of our talk a few minutes ago and I think you ought to know.

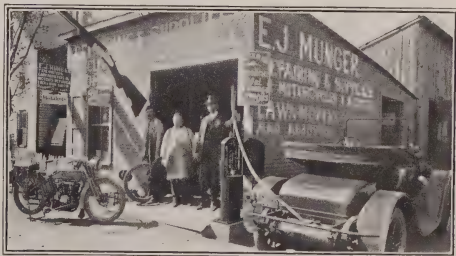
"Then I repeated the old man's question in regard to contaminated goods.

"The old man interrupted with this statement: 'Mr. Davis, I have lived around here well nigh onto forty years and I have been buying goods from this store all that time—some of them before you were born, and I decided long ago to take the bitter with the sweet. Only the other day I bought a plug of tobacco and the same old story, I got a fine rich taste of coal oil. Now I want to tell you I stood here while you bought that oil-tight tank and I heard what this agent said and I am glad you bought it, for I want you to know that when I want to take oil I want to take it out of a spoon, and also when I want it, and I don't want to take it when I don't want it.

"Then the old gentleman subsided.

"Mr. Davis took his turn with the following: 'Well, Bowsler, now I will tell you something that I didn't care to tell you when you were selling me that tank. This old gentleman isn't the only one who has bought oil soaked goods off of me. I have had lots of complaints and have been worried a whole lot, wondering if I would ever be able to carry oil without spoiling other goods and I bought that tank because I believe that it will stop that trouble and I bought it for that reason mostly.'

"Then I went back to my buggy well satisfied with my morning's work as I had gotten something worth far more than an order.



E. J. Munger's Garage, 114 Wells Ave., N. E., Roanoke, Va. This is a mighty busy little spot in Roanoke and the "Red Sentry" has made it most popular for autoists and motorcyclists.

J. T. Tibbons is one of these real polite gentlemen that even his competitors cannot help from liking. "Gib" is like the Irishman in the trenches. A cannon ball whizzed past Mike's head by about six inches, and pretty soon an Irishman was heard to say, "Faith, Pat, one never loses anything by politeness."





## SALES EXPERIENCES BY MEN WHO KNOW

"As I was demonstrating to a country merchant, I saw he wanted the equipment but was not quite convinced on the point of justification. It is at such times, not infrequently, that Fate, or whatever we call that which happens providentially and psychologically not of our own creation or invention, steps in and takes a hand. I had about concluded that I was not heavy enough for this Mr. Schaeffer.

"In this case, Fate stepped in in the form of a country woman, mule-back, with a basket on her arm and in that basket a gallon oil can, two jugs and five various sized bottles—everyone for oil. I had been talking to Mr. Schaeffer strongly on the convenience of the small quantity draw, etc., and he stated that most of his customers bought in from two to five gallon lots and never took out any uneven amounts in trade in oil.

"When I saw this woman dismount I picked up courage and even suggested to Mr. Schaeffer that he wait upon her immediately even if she wanted not in a hurry. Of course she wanted to get rid of the basket and can, jug and bottles, so she handed them to Mr. Schaeffer and did not say that she wanted other form of merchandise and he was too excited when he saw my rebuttal coming in, to suggest that he fill the balance of her order first if she had any.

"I kept at a discreet distance but close enough to enjoy the spectacle of Mr. Schaeffer filling those jugs and bottles with an open measure and a funnel. He kept his back to me as much as possible but I did not figure on rubbing it in just at that time. He nearly had to take a bath before he could wait on his customer for the balance of her order.

When we finally got together he was the first to speak. He merely said:

"You think you're smart to be here when one of my customers comes for five gallons of oil."

"I admitted the charge and assured him that if all of his customers had their five gallon cans divided in to bottles and jugs, he needed a Bowser all the more, and if he didn't get the Bowser, he ought to install a bath attachment right in his store instead.

"Needless to say I got the order."

\* \* \*

John W. Lea was on a train the other day going to a small town, when he was accosted by the conductor.

"You will have to pay for that little boy," said the conductor.

"I guess not," said J. W. L.

"Have you never had to buy a ticket for him?" asked the conductor?

"No, I have not, nor will I commence to now," replied J. W. L.

"You will have to pay his fare this time," replied the conductor.

"No, I shall not pay his fare, Mr. Conductor, that is settled," replied J. W. Lea.

"If you do not pay his fare I cannot let him occupy the seat—I will have to stop the train and put him off."

"Stop the train and put him off if you like. I never saw him before."

\* \* \*

A. W. Dorsch was recently considering buying a car and had the demonstrator take him in the country to show him how to run it. It went along all right for a few miles, and then the machine began to balk.

"What's the matter?" asked A. W. D.

"The engine is missing, calmly replied the demonstrator.

"Great guns," replied A. W. D., "it was there when we started!"

## Several Hurt By Explosion Of Gasoline

Two Men Blown Through Window in Accident That Wrecks

Tailor Shop  
*Pittsburg Dec 16*

Andrew Pfister, a tailor of Goehring and Cilmx streets, and George Vollberg of 59 West Cilmx street, were seriously injured when a tank of gasoline exploded in the shop conducted by Pfister, shortly before 9 o'clock last night, and set fire to the building. Both men were blown through a large plate glass window.

Mrs. Elizabeth Wimbauer, who lives on the second floor of the building, which is a two-story frame, and is owned by her husband, was thrown to the floor by the shock. One of Mrs. Wimbauer's daughters was burned about the head, when she ran into the burning building to save valuables. The loss is estimated at \$5,000, of which \$500 is on the tailor shop.

Pfister was pressing a suit, and Vollberg was standing on the other side of the table, talking to him. Pfister was smoking a cigar, and it is thought a



George Vollberg,



Andrew Pfister.

spark from the cigar fell in the gasoline, which was standing nearby.

When the gasoline exploded, both men were thrown through the front window, head first, alighting on their backs. The deep snow in front of the store saved the men from being more seriously injured. As it was both escaped with broken bones. Pfister's left ankle is broke and he has a number of body bruises. Vollberg's left arm was broken and his right ankle sprained. He also is bruised about the body. Both were removed to their homes.

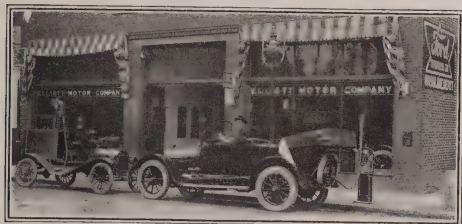
When the fire started, John F. Menges, a merchant across the street, ran into the store and carried out Pfister's money and valuable papers. The Wimbauer family were taken into neighbors' homes for the night. Ollie Letkus, who assisted the firemen of Engine Company No. 21 of Allentown, received a deep cut in his left hand, when he was dragging the nozzle of the hose through a window.

An explosion of chemicals in the laboratory of the McKay Chain Works in McKees Rocks caused \$500 damage when fire followed the explosion. The interior of the laboratory was gutted.

ALLIANCE



A fine installation of a "Red Sentry" Outfit made for the Crowell Auto Company, Danville, Va. This firm purchased three more "Red Sentry" Outfits since their first installation.



A nice "Red Sentry" installation made for the Elliott Motor Company, Suffolk, Va. Our Mr. D. W. Darden is seen seated on the Ford Truck with the Cut 109 at his back.

Our President "Eggie" is sure out for the honors due his prowess. We see by the "Watertown Daily Times," November 22nd, that the Garland City Council, No. 238, of the U. C. T., have endorsed our Mr. C. R. Eggleston as a candidate for Grand Treasurer of New York State. This is some honor and we trust that "Eggie" secures it.

"Eggie" is also a member of the Rotary Club at Watertown, New York. Recently he presented the Rotary Club with 125 sheets showing cuts of our equipment, the Home Office and Plant, views of the factory, etc., to be put on the walls of their meeting place.

This made some impression as you will see by the circular sent out by the Secretary of the Rotary Club under date of November 16th to all Rotarians of the Club. The opening paragraph reads as follows:

"Cad Eggleston wanted so much room for the pictures of the factory whose output he handles that there is not much space left for me to write on. You see Cad does not need much room to expatiate upon the merits of Bowser Oiling Systems they are so well known that they sell themselves. All Cad requires the paper for is to write a man, please send me your order, and then a little later, please remit. It's a nice job."

A. L. Corbin bought a Ford the other day and left it in front of his hotel. He noticed the hotel proprietor looking it over, and Corbin being pleased with his purchase, asked:

"Well, what do you think of it, Mr. Bennett?"

"The hotel man looked at the machine a minute and then at Corbin, and said: 'It looks all right, but where do you put on the records?'"



#### The "Old" and the "New."

The "Red Sentry" installation pictured is owned by Dr. W. L. Bond, Fredericksburg, Va. Dr. Bond stands next to the pump and in the Buick car is the Chief of Police of the city of Fredericksburg. This old building has been used for a Drug Store for more than 100 years. The building is on Main and Commerce Sts., right in the center of this historical old town.

We received on November 26th from W. S. Easterling, of the Atlanta District, four orders totaling 50 points store business. Each order called for a Cut 241 gasoline outfit and a Cut 128 Lubricating Outfit to be placed along side of the gasoline pump. And what is all the more creditable they were all "F. C. W. O." This certainly is nice business and it shows that Mr. Easterling is not forgetting the lubricating equipment.

Mr. R. W. Bennett is a new man in the Chicago District, who has recently gotten started on the broader business building plan. His first order called for two Cut 111 Outfits for Lubricating Oil and on Nov. 24th another order was received from him calling for a 7-bbl., Cut 241 and a 1-bbl., Cut 63.

We have a hunch that next year we will have a Pacemaker we did not have this year.



Twin "Chief Sentries" as installed for J. Mosby West and the Armstrong Tire Company at Richmond, Va. This is some installation and receives a great deal of attention from the motorists in Richmond.

Max Heintze, of the Louisville District, certainly is installing Martial Law in Louisville. A recent order of his calls for a Cut 241 "Sentry" outfit to be placed on Jefferson Street just off of Fourth Ave., right in the heart of the city. This location is one where the pump will probably be seen more than it would at any other point in Louisville. Good work, Mr. Heintze.



#### WORK SHOP OF THE WASHINGTON DISTRICT

Mr. A. W. Dorsch, District Manager, is standing in the center. To the left of him, leaning against the Cut 103 Pump, his son, A. H. Dorsch. At the desk is Mr. Dorsch's Assistant, Mr. E. H. Josselyn, and at the typewriter is Miss Gertrude Wintermeyer. The outfits seen are used for demonstrating purposes. The light on the "Red Sentry" is kept burning every night until ten o'clock. It can be seen from the street.



MR. E. H. JOSSELYN, ASSISTANT TO MANAGER  
A. W. DORSCH OF THE WASH-  
TON DISTRICT

Mr. E. H. Josselyn entered the employ of S. F. Bowser & Company at the New York Office under Mr. R. S. Colwell, September 10th, 1911. He remained there up until the time the Harrisburg Office was established. Then he went with Mr. Colwell to that Office and was there until November, 1913.

He resigned at that time to accept a position with the H. J. Heinze Company and was later re-employed by Mr. E. H. Briggs as Assistant at the Philadelphia Office and later became a salesman under the Harrisburg Office.

When Mr. Dorsch went to Washington in charge of the Washington District, Mr. Josselyn was transferred from Harrisburg to Washington as Mr.

Dorsch's Assistant. He has been there about a year.

Mr. Josselyn is a hard worker, very conscientious, believes thoroughly in system and co-operation. He at all times takes great interest in his work and promotes the interests of the Company at every opportunity. He is a high type of a gentleman and the organization is a gainer for having him with it.

Salesman N. B. Steele, of the Washington District, has went and gone and did it. He went all the way from Petersburg to New York City to take upon himself a wife. He certainly must be satisfied with his contract to make a journey of that kind. Congratulations, Mr. Steele, on your admittance into the beneficts' class.



Another fine view of a "Chief Sentry" installation made for the Columbia Auto Supply Co., 14th and Irving Sts., N. W., Washington, D. C.





THE EVANS BUILDING, WASHINGTON, D. C.

The Washington Office occupies two well ventilated, airy and cheerful rooms on the second floor of this building. The Evans Building is one of the most modern office buildings in the capitol of our country. It is located in the heart of the business section of the city, convenient to all street car lines, and within five minutes' walk of the White House.

J. R. Matlack drove up to a drug store recently when it was real cold and threw a blanket over the hood of his Ford to keep it from freezing. A small boy standing on the corner yelled:

"Too late to cover it up, mister, I saw what it is."

R. S. Colwell: "He was pretty well ashamed of himself, wasn't he?"

"Clint" Carpenter: "He was. He couldn't have felt much worse if he'd been a member of the New York baseball team."

# Branch Office Standing

49th Week Ending December 11th, 1915

## Senior Offices

1. **FORT WAYNE**.....E. J. Little, Mgr.
2. **DALLAS**.....B. L. Prince, Acting Mgr.
3. **FRISCO**.....D. S. Johnson, Mgr.
4. **CHICAGO**.....T. D. Kingsley, Mgr.
5. **ALBANY**.....W. M. Mann, Mgr.
6. **TORONTO**.....W. R. Hance, Canadian Mgr.
7. **HARRISBURG**.....R. S. Colwell, Mgr.
8. **ST. LOUIS**.....G. H. Hastings, Mgr.
9. **ATLANTA**.....H. W. Brown, Mgr.

## Junior Offices

1. **DENVER**.....C. C. Barnett, Mgr.
2. **WASHINGTON**.....A. W. Dorseth, Mgr.
3. **NEW YORK**.....H. C. Carpenter, Mgr.
4. **LOUISVILLE**.....A. D. Carriger, Mgr.
5. **PHILADELPHIA**.....L. L. Walker, Mgr.

## Standing of Forty High Men, December 11, 1915

- |                     |                      |                     |
|---------------------|----------------------|---------------------|
| 1. R. S. Johnson    | 14. C. C. Fredericks | 28. R. D. Leonard   |
| 2. S. F. Taylor     | 15. A. G. Hartgen    | 29. T. C. Potts     |
| 3. W. V. Crandall   | 16. N. A. Ring       | 30. C. J. Rogers    |
| 4. R. G. Fisher     | 17. B. L. Milliron   | 31. N. Paquette     |
| 5. R. T. Lawrence   | 18. F. W. Devereux   | 32. W. M. Booker    |
| 6. W. B. Stamford   | 19. G. W. Scott      | 33. H. O. Cuddie    |
| 7. W. A. Armstrong  | 20. H. T. Purdy      | 34. J. G. Roberts   |
| 8. G. H. Reuben     | 21. A. E. Darling    | 35. J. T. Gibbons   |
| 9. J. J. Connelly   | 22. J. J. Manning    | 36. F. M. Kennedy   |
| 10. R. W. Jewel     | 23. G. P. Stoval     | 37. W. W. Ince      |
| 11. C. R. Eggleston | 24. N. Mattingly     | 38. J. F. Goran     |
| 12. R. Coddington   | 25. S. A. Collins    | 39. H. Dalgaard     |
| 13. H. A. Vortigern | 26. B. J. Murphy     | 40. J. O. McCracken |
|                     | 27. W. H. Pritchett  |                     |

## Five High Men (Not Pacemakers) by points in each District Dec. 10, 1915 (Districts Listed Alphabetically)

- |                     |  |                       |                     |                      |
|---------------------|--|-----------------------|---------------------|----------------------|
| <b>ALBANY</b>       | <b>DALLAS</b>  | <b>FORT WAYNE</b>     | <b>NEW YORK</b>     | <b>SAN FRANCISCO</b> |
| 1. B. F. Sias       | 1. T. L. Smith   | 1. L. M. Camden       | 1. G. W. Scott      | 1. E. F. English     |
| 2. C. M. Carpenter  | 2. S. W. Scroggs   | 2. C. F. Comstock     | 2. W. H. Ladd       | 2. W. C. Smith       |
| 3. S. Roberts       | 3. C. M. Sigler  | 3. C. C. Wolfe        | 3. F. H. Peoples    | 3. G. A. Merickal    |
| 4. A. De Place      | 4. J. C. White   | 4. W. J. Bates        | 4. F. J. Libbey     | 4. P. Laughrey       |
| 5. A. G. Locke      | 5. E. P. Walker  | 5. W. D. Pyle         |                     | 5. J. C. Harding     |
| <b>ATLANTA</b>      | <b>DENVER</b>  | <b>HARRISBURG</b>     | <b>PHILADELPHIA</b> | <b>TORONTO</b>       |
| 1. G. Walker        | 1. F. H. Kilver  | 1. K. F. Hessenmuelle | 1. W. M. Booker     | 1. P. S. Cornell     |
| 2. J. S. Carrington | 2. J. H. Wilson  | 2. E. L. Milliron     | 2. J. P. O'Neil     | 2. J. W. Jackson     |
| 3. L. P. Cox        | 3. C. L. Benford   | 3. C. P. Law          | 3. F. Browne        | 3. W. Hickingbottom  |
| 4. L. F. Loeffel    | (Only three active salesmen in this district and they are "on the way.") | 4. M. A. De Souza     | 4. C. B. Johnston   | 4. W. N. Deming      |
| 5. C. M. Hunter     |  | 5. W. B. Offerle      | 5. Lewis Conn       | 5. A. L. McIntosh    |
| <b>CHICAGO</b>      | <b>ENG. SALES</b>  | <b>LOUISVILLE</b>     | <b>ST. LOUIS</b>    | <b>WASHINGTON</b>    |
| 1. J. J. Behen      | 1. J. J. Connelly  | 1. D. Moore           | 1. J. F. Goran      | 1. W. S. Stoner      |
| 2. L. F. Greer      | 2. H. F. Babbitt   | 2. G. W. Wilson       | 2. A. L. Casey      | 2. A. L. Corbin      |
| 3. G. E. Bowen      | 3. H. E. Dobson  | 3. W. V. Wheeler      | 3. W. A. Lee        | 3. J. W. Lea         |
| 4. P. M. Miller     | 4. F. A. Knoche  | 4. J. B. McPherson    | 4. F. V. Puel       | 4. N. B. Steele      |
| 5. C. A. Weego      | 5. W. C. Halsey  | 5. J. W. Dickason     | 5. W. C. Sutton     | 5. S. M. Chilton     |



A PANORAMIC PHOTOGRAPH OF HUNTINGTON, W. VA., AT A CORNER IN THE HEART OF THE BUSINESS SECTION.

At the extreme left you will note our "Red Sentry" operated by the Union Transfer Company. The next Bowser Equipment this way is a "Red Sentry" operated by the Huntington Auto Pipe Repair Company, and then another "Red Sentry" owned by the Overland Sales Company, and still a fourth one operated by Carter & Turner, who also use a Cut 52-B for Lubricating Oil. The fifth "Red Sentry" is operated by Mr. W. H. Kincaid, who has a Cut 63-B for Lubricating Oil in use. The Fourth Avenue Garage, also noted to the extreme right, has our "Red Sentry," the Standard Cut 41, one Cut 52-B and two Cut 63-B's, all three for Lubricating Oil.

These installations were made by our Mr. J. W. Lea, of the Washington District. The photograph was taken without moving the camera.

The first day out on the territory, Salesman H. H. Vreeland, of the Washington District, sold an order netting him over 15 points of business.

Salesman A. S. Leslie, another recruit of the Washington District, sold a nice eight-point order the first day on the territory.













